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Children's Television Programming Report

FRN: **0022238794** | File Number: **0000009400** | Submit Date: **04/06/2016** | Call Sign: **WPMI-TV** | Facility ID: **11906** |
City: **MOBILE** | State: **AL**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/06/2016 | Filing Status: **Active**

Report reflects information for : First Quarter of 2016

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	No

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
DEERFIELD MEDIA (MOBILE) LICENSEE, LLC Doing Business As: DEERFIELD MEDIA (MOBILE) LICENSEE, LLC	1735 YORK AVENUE #38A NEW YORK, NY 10128 United States	+1 (212) 534-1044	miles. mason@pillsburylaw. com	Company

**Contact
Representatives
(1)**

Contact Name	Address	Phone	Email	Contact Type
Miles S Mason , Esq . <i>FCC Counsel</i> PILLSBURY WINTHROP SHAW PITTMAN LLP	1200 SEVENTEENTH STREET, NW WASHINGTON, DC 20036 United States	+1 (202) 663-8195	miles. mason@pillsburylaw. com	Legal Representative

**Children's
Television
Information**

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Mobile-Pensacola (Ft Walt)
	Web Home Page Address	WWW.LOCAL15TV.COM

**Digital Core
Programming**

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.5
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
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program 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?	Yes

Digital Core Programs(14)

Digital Core Program (1 of 14)	Response
Program Title	RUFF RUFF TWEET AND DAVE
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:00AM
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	5
Number of Preemptions Rescheduled	5
Length of Program	30 mins
Age of Target Child Audience	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 series that chronicles the animated adventures of three best friends: Ruff-Ruff, an instinctive pup; Tweet a cautious bird; and Dave, an imaginative panda. During each episode the program asks questions and children engage with the program by deciding which of the characters offers the correct answer or solution. This program encourages children to learn to make their own decisions. Episode examples include answering questions about: words that describe opposite states and actions; how to plant a seed and help it grow; and, searching for the biggest number during a visit to Number Land. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	RUFF RUFF TWEET AND DAVE
List date and time rescheduled	01/02/2016 09:30 AM
Is the rescheduled date the second home?	Yes

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-02
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #2

Questions	Response
Title of Program	RUFF RUFF TWEET AND DAVE
List date and time rescheduled	01/09/2016 09:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-09
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #3

Questions	Response
Title of Program	RUFF RUFF TWEET AND DAVE
List date and time rescheduled	01/16/2016 09:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-16
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #4

Questions	Response
Title of Program	RUFF RUFF TWEET AND DAVE
List date and time rescheduled	01/23/2016 09:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-23
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #5

Questions	Response
Title of Program	RUFF RUFF TWEET AND DAVE
List date and time rescheduled	01/30/2016 09:30 AM

Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-30
Episode #	
Reason for Preemption	Other

Digital Core Program (2 of 14)	
	Response

Program Title	ASTROBLAST
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:30AM
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	5
Number of Preemptions Rescheduled	5
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	INSPIRED BY THE BOOKS OF THE SAME NAME, ASTROBLAST FOLLOWS THE ADVENTURES OF A CREW OF SPACE ANIMALS WHO RUN THE ASTROBLAST SPACE STATION. COMET, HALLEY, SPUTNIK, RADAR, AND JET ARE BEST FRIENDS WORKING UNDER THE WATCHFUL EYE OF SAL THE OCTOPUS. THROUGH IT ALL THE ASTROBLAST CREW ACCEPT THEIR DIFFERENCES AND MUST HELP ONE ANOTHER AND USE TEAMWORK TO COMPLETE WORK TASKS, MAKE NEW FRIENDS, AND GET ALONG IN THE CONFINED QUARTERS OF A SPACE STATION. EVERYDAY BRINGS A NEW ADVENTURE AND NEW PROBLEMS THAT THE TEAM MUST COME TOGETHER TO SOLVE. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	ASTROBLAST
List date and time rescheduled	01/02/2016 10:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-02
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #2

Questions	Response
Title of Program	ASTROBLAST
List date and time rescheduled	01/09/2016 10:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-09
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #3

Questions	Response
Title of Program	ASTROBLAST
List date and time rescheduled	01/16/2016 10:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-16
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #4

Questions	Response
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Title of Program	ASTROBLAST
List date and time rescheduled	01/23/2016 10:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-23
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #5

Questions	Response
Title of Program	ASTROBLAST
List date and time rescheduled	01/30/2016 10:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-30
Episode #	
Reason for Preemption	Other

Digital Core Program (3 of 14)		Response
Program Title	THE CLANGERS	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAY 11:00AM	
Total times aired at regularly scheduled time	8	
Total times aired	13	
Number of Preemptions	5	
Number of Preemptions for other than Breaking News	5	
Number of Preemptions Rescheduled	5	
Length of Program	30 mins	

Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THIS PROGRAM IS A STOP-MOTION ANIMATED PROGRAM THAT FOLLOWS A FAMILY OF MOUSE-LIKE CREATURES WHO LIVE ON A SMALL BLUE PLANET. THEY COMMUNICATE WITH DISTINCTIVE WHISTLES AND A NARRATOR COMMENTS ON THE EVENTS WHICH OCCUR IN EVERY EPISODE. CHILDREN LEARN ABOUT CONNECTEDNESS, CURIOSITY, INVENTIVENESS, AND KINDNESS. EPISODE EXAMPLES SHOW THE CLANGERS' INVENTIVENESS BY THEIR COMPOSING MUSIC IN A UNIQUE WAY; PROBLEM SOLVING AS THEY SEARCH FOR AND FIND LOST ITEMS; AND KINDNESS AS THEY HELP THEIR FRIENDS THROUGH DIFFICULT CHALLENGES. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	CLANGERS
List date and time rescheduled	01/02/2016 10:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-02
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #2

Questions	Response
Title of Program	CLANGERS
List date and time rescheduled	01/09/2016 10:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-09
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #3

Questions	Response
Title of Program	CLANGERS

List date and time rescheduled	
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-16
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #4

Questions	Response
Title of Program	CLANGERS
List date and time rescheduled	
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-23
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #5

Questions	Response
Title of Program	CLANGERS
List date and time rescheduled	01/30/2016 10:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-30
Episode #	
Reason for Preemption	Other

Digital Core Program (4 of 14)	
	Response
Program Title	EARTH TO LUNA
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11:00AM - JAN 1ST - JAN 30TH
Total times aired at regularly scheduled time	5
Total times aired	5

Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is anchored by Sportacus, a fit and agile hero, whose "kryptonite" is sugar, which makes him instantly lethargic. Sportacus and the program's cast of child characters are challenged in each episode with an issue or dilemma, and are opposed in their attempts to complete their mission by Robbie Rotten, who seeks to return Lazytown to its former lazy ways. The program seeks to impart to preschool and early school-aged children the importance of healthy living, and to help them understand the value of developing sound eating and physical exercise habits, while also providing them positive messages about friendship, empathy, self-respect, truthfulness and other age-appropriate life lessons. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 14)

Response

Program Title	LAZYTOWN
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11:30AM
Total times aired at regularly scheduled time	6
Total times aired	13
Number of Preemptions	7

Number of Preemptions for other than Breaking News	7
Number of Preemptions Rescheduled	7
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is anchored by Sportacus, a fit and agile hero, whose "kryptonite" is sugar, which makes him instantly lethargic. Sportacus and the program's cast of child characters are challenged in each episode with an issue or dilemma, and are opposed in their attempts to complete their mission by Robbie Rotten, who seeks to return Lazytown to its former lazy ways. The program seeks to impart to preschool and early school-aged children the importance of healthy living, and to help them understand the value of developing sound eating and physical exercise habits, while also providing them positive messages about friendship, empathy, self-respect, truthfulness and other age-appropriate life lessons. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	01/02/2016 08:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-02
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #2

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	01/16/2016 08:30 AM
Is the rescheduled date the second home?	Yes

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-16
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #3

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	01/23/2016 08:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-23
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #4

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	01/30/2016 08:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-30
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #5

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	02/06/2016 08:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-02-06
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #6

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	03/12/2016 08:30 AM

Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-03-12
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #7

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	03/26/2016 08:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-03-26
Episode #	
Reason for Preemption	Other

Digital Core Program (6 of 14)		Response
Program Title		DRAGONFLY TV
Origination		Syndicated
Days/Times Program Regularly Scheduled		SUNDAY 10:30AM
Total times aired at regularly scheduled time		13
Total times aired		13
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		0
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.	"DRAGONFLY TV" IS A SERIES THAT FOCUSES ON SCIENTIFIC EDUCATION FOR CHILDREN. IT HIGHLIGHTS CHILDREN "DOING" PROJECTS WITH REAL HANDS-ON EXPERIMENTS AND DEMONSTRATES PRACTICAL APPLICATIONS OF MATHEMATICS AND SCIENCE. IT INTRODUCES YOUNG VIEWERS TO A VARIETY OF SCIENTIFIC DISCIPLINES AND CHALLENGES THEM IN CRITICAL THINKING AND PROBLEMS SOLVING SKILLS, WHILE PROVIDING VALUABLE INFORMATION TO REACH THE ANSWERS. EACH EPISODE ENCOURAGES CHILDREN TO EXPLORE AND INVESTIGATE SCIENCE ON THEIR OWN. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 14)	Response
Program Title	ANIMAL RESCUE
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 10AM
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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.	"ANIMAL RESCUE" FEATURES SAFETY TIPS AND INFORMATION ABOUT VARIOUS ANIMALS AND THEIR HABITATS. THE PROGRAM ALSO SHOWS REAL-LIFE EXPERIENCES OF PROFESSIONAL AND ORDINARY PEOPLE TAKING CARE OF, TREATING AND HELPING VARIOUS ANIMALS, AS WELL AS EXHIBITING GOOD SOCIAL RESPONSIBILITY AND PROMOTING STRONG PERSONAL AND COMMUNITY VALUES. THE PROGRAM SHOWCASES SPECTACULAR RESCUES OF ALL TYPES OF ANIMALS AND FOCUSES ON THE DEDICATED PEOPLE AROUND THE WORLD WHO HELP SICK, INJURED, OR ABUSED ANIMALS. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 14) Response	
Program Title	BIZ KIDS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 10:30AM
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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.	"BIZ KIDS" FOCUSES ON FINANCIAL LITERACY AND ENTREPRENEURSHIP FOR TEENS. USING A MIX OF STRONG FINANCIAL EDUCATION TOOLS, DYNAMIC SKETCH COMEDY, AND INSPIRING TRUE STORIES OF YOUNG ENTREPRENEURS, "BIZ KIDS" PROVIDES IMPORTANT INFORMATION FOR FUTURE FINANCIAL SUCCESS. EACH EPISODE FEATURES MATH, LANGUAGE ARTS, AND SOCIAL STUDIES, AS WELL AS TEACHING TEENS ABOUT MONEY AND BUSINESS. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (9 of 14)		Response
Program Title	DOG TALES	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SUNDAY 11AM	
Total times aired at regularly scheduled time	13	
Total times aired	13	
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	0	
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.	"DOG TALES" SHOWCASES INSTRUCTIONS FOR YOUNG VIEWERS ON THE PROPER CARE OF PETS AND PROVIDES SAFETY, HEALTH, AND TRAINING TIPS THAT ARE USEFUL FOR ALL KINDS OF DOGS. "DOG TALES" EMPHASIZES RESPONSIBLE PET OWNERSHIP, COMPASSION FOR ALL LIVING CREATURES, AND PROMOTES STRONG PERSONAL AND COMMUNITY VALUES IN AN ENTERTAINING AND INFORMATIVE FORMAT. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (10 of 14)		Response
Program Title	DRAGONFLY TV	

Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 11:30AM
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
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.	"DRAGONFLY TV" IS A SERIES THAT FOCUSES ON SCIENTIFIC EDUCATION FOR CHILDREN. IT HIGHLIGHTS CHILDREN "DOING" PROJECTS WITH REAL HANDS-ON EXPERIMENTS AND DEMONSTRATES PRACTICAL APPLICATIONS OF MATHEMATICS AND SCIENCE. IT INTRODUCES YOUNG VIEWERS TO A VARIETY OF SCIENTIFIC DISCIPLINES AND CHALLENGES THEM IN CRITICAL THINKING AND PROBLEMS SOLVING SKILLS, WHILE PROVIDING VALUABLE INFORMATION TO REACH THE ANSWERS. EACH EPISODE ENCOURAGES CHILDREN TO EXPLORE AND INVESTIGATE SCIENCE ON THEIR OWN. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 14)

Response

Program Title	MISSING
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 12PM

Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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.	"MISSING" FOCUSES ON ACTUAL CASES OF MISSING PERSONS. "MISSING" PROVIDES INFORMATION AND DESCRIPTIONS OF MISSING CHILDREN, INCLUDING ENDANGERED RUNAWAYS AS WELL AS VICTIMS OF ABDUCTIONS. THE SHOW ALSO PRESENTS PEER-TO-PEER ADVICE ON SAFETY IN PUBLIC PLACES AND IN CYBER-SPACE, INCLUDING REAL-WORLD EXAMPLES OF HOW TO AVOID POTENTIALLY DANGEROUS SITUATIONS. THE PROGRAM EMPHASIZES TAKING ACTIVE RESPONSIBILITY FOR PERSONAL SAFETY AND PROMOTES SITUATIONAL AWARENESS, PRESENTED IN A CALM AND NON-THREATENING MANNER SUITED FOR TEENS. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 14)

Response

Program Title	THINK BIG
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 12:30PM

Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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.	"THINK BIG" FEATURES TOP KID INVENTORS WHO FACE OFF AGAINST EACH OTHER IN AN INVENT-OFF TO SEE WHO CAN COME UP WITH THE MOST INNOVATIVE AND CREATIVE INVENTION. EACH EPISODE IS SET UP IN THE "THINK TANK," A STUDIO FILLED WITH ART SUPPLIES AND CONSTRUCTION MATERIALS. TWO TEAMS BRAINSTORM, CHOOSE MATERIALS, AND THEN SKETCH, DESIGN, AND BUILD THEIR OWN IDEA. ONCE FINISHED, THE INVENTIONS ARE PRESENTED TO A JUDGE WHICH DETERMINES THE WINNER. "THINK BIG" ENCOURAGES PROBLEM-SOLVING SKILLS, CREATIVITY, INNOVATION, MARKETING, DESIGN, AND TEAMWORK. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (13 of 14)

Response

Program Title	FLOOGALS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9:00AM / FEB 6TH - MARCH 26TH

Total times aired at regularly scheduled time	8
Total times aired	8
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	FLOOGALS IS AN ANIMATED SHOW STARRING THREE SPACE ALIENS, FLEEKER, FLO, AND BOOMER, WHO HAVE BEEN SENT TO EARTH TO EXPLORE, INVESTIGATE, DISCOVER, AND REPORT THEIR FINDINGS TO THEIR SUPERIORS AT FLOOGAL HEADQUARTERS. FLOOGALS ARE NO LARGER THAN A SAFETY PIN AND THEIR VISUAL PERSPECTIVE IS THE POINT-OF-VIEW OF THE SHOW. WITH THE MULTIPLE CHALLENGES OF THEIR SIZE AND IGNORANCE OF ALL THINGS HUMAN, THE FLOOGALS ENGAGE IN THE DUAL PROCESSES OF DISCOVERY AND PROBLEM-SOLVING AS NOTHING ON EARTH IS FAMILIAR TO THEM. FLOOGALS TEACH YOUNG CHILDREN THE MULTI-STEP PROCESS OF DISCOVERY, WATCHING, LISTENING, TOUCHING, AND NOTE-TAKING UNTIL THEY'VE FIGURED OUT WHAT AND HOW THEIR DISCOVERY FITS INTO THE UNIVERSE. THIS PROGRAM AIRS ON THE MAIN CHANNEL 15-1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 14)

Response

Program Title	NINA'S WORLD
Origination	Network
Days/Times Program Regularly Scheduled	13

Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	5
Number of Preemptions Rescheduled	5
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	NINA'S WORLD IS A CHILDHOOD ADVENTURES SERIES BASED ON A SIX-YEAR-OLD GIRL WHO LIVES IN SAN ANTONIO, TEXAS WITH HER PARENTS WHO OWN THE LOCAL BAKERY. NINE'S ABUELA LIVES THERE AS WELL. HER TIO, JAVIER, LIVES NEARBY AND NINA IS EXPOSED TO ADULTS AND CHILDREN FROM MANY DIFFERENT CULTURES. NINA MANAGES TO REGULARLY CREATE ADVENTURES WITH HER FRIENDS, PARENTS, AND THE GROWN-UPS TOO. NINA'S WORLD SHOWS THE IMPORTANCE OF RELATIONSHIPS AND OPENNESS IN SOCIETY. NINA SHOWS RESILIENCE, COMMON SENSE, AND AN ABILITY TO REBOUND AND LEARN FROM MISTAKES. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM WPMI 15-1.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	NINA'S WORLD
List date and time rescheduled	01/02/2016 09:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-02
Episode #	

Reason for Preemption	Other
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Digital Preemption Programs #2

Questions	Response
Title of Program	NINA'S WORLD
List date and time rescheduled	01/09/2016 09:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-09
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #3

Questions	Response
Title of Program	NINA'S WORLD
List date and time rescheduled	01/16/2016 09:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-16
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #4

Questions	Response
Title of Program	NINA'S WORLD
List date and time rescheduled	01/23/2016 09:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-23
Episode #	
Reason for Preemption	Other

Digital Preemption Programs #5

Questions	Response
Title of Program	NINA'S WORLD
List date and time rescheduled	01/30/2016 09:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-01-30

Episode #	
Reason for Preemption	Other

**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	RAYMOND WILSON
Address	661 AZALEA ROAD
City	MOBILE
State	AL
Zip	36609-1515
Telephone Number	(251) 602-1500
Email Address	WWILSON@DEERFIELDMEDIAINC.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.	WPMI PERSONALITIES AND METEOROLOGISTS VISIT SCHOOLS FOR CAREER DAYS, LITERACY PROGRAMS, AND TEACHING CHILDREN ABOUT WEATHER. WPMI RUNS PSA'S TO EDUCATE CHILDREN ON VARIOUS ISSUES THAT ARE IMPORTANT TO THEIR SAFETY SUCH AS DRIVING CAREFULLY, BULLYING, AND DEPRESSION.

Other Matters (13)

Other Matters (1 of 13)	Response
Program Title	NINA'S WORLD
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9:30AM
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 program is an animated series about the childhood adventures of a six year girl named Nina, her family and neighborhood. The program celebrates multiculturalism and family in Nina's close-knit household, where she's cared for by her parents and her grandmother. Elements of their Latino heritage are prominent. Its multilingual approach incorporates English, some Spanish and American Sign Language. Children learn inclusiveness, as well as the value of communicating across multiple languages and appreciating other cultures. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM.

Other Matters (2 of 13)	Response
Program Title	RUFF RUFF TWEET & DAVE
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:00AM
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 series that chronicles the animated adventures of three best friends: Ruff-Ruff, an instinctive pup; Tweet a cautious bird; and Dave, an imaginative panda. During each episode the program asks questions and children engage with the program by deciding which of the characters offers the correct answer or solution. This program encourages children to learn to make their own decisions. Episode examples include answering questions about: words that describe opposite states and actions; how to plant a seed and help it grow; and, searching for the biggest number during a visit to Number Land. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM.

Other Matters (3 of 13)	
	Response
Program Title	ASTROBLAST
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:30AM
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.	INSPIRED BY THE BOOKS OF THE SAME NAME, ASTROBLAST FOLLOWS THE ADVENTURES OF A CREW OF SPACE ANIMALS WHO RUN THE ASTROBLAST SPACE STATION. COMET, HALLEY, SPUTNIK, RADAR, AND JET ARE BEST FRIENDS WORKING UNDER THE WATCHFUL EYE OF SAL THE OCTOPUS. THROUGH IT ALL THE ASTROBLAST CREW ACCEPT THEIR DIFFERENCES AND MUST HELP ONE ANOTHER AND USE TEAMWORK TO COMPLETE WORK TASKS, MAKE NEW FRIENDS, AND GET ALONG IN THE CONFINED QUARTERS OF A SPACE STATION. EVERYDAY BRINGS A NEW ADVENTURE AND NEW PROBLEMS THAT THE TEAM MUST COME TOGETHER TO SOLVE. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM.

Other Matters (4 of 13)	
	Response
Program Title	ECO COMPANY
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 10:30AM
Total times aired at regularly scheduled time	13
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.	This program is hosted by teens, and uses peer reporting to profile individuals and organizations committed to environmental issues, including reports on the latest recycling and nature conservation efforts, advances in renewable energies and carbon footprint-reducing technology. It also offers advice on how to be more eco-wise while performing daily activities. The program includes "eco bytes" (bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the program's website. By using this information from a youthful point of view, the program encourages young adults to become more proactive about environmentalism and stresses the positive impact that young people's efforts, no matter how small they may seem, can have on the larger world around them. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM.
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Other Matters (5 of 13)

Response

Program Title	ANIMAL RESCUE
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	SUNDAY 10AM
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"ANIMAL RESCUE" FEATURES SAFETY TIPS AND INFORMATION ABOUT VARIOUS ANIMALS AND THEIR HABITATS. THE PROGRAM ALSO SHOWS REAL-LIFE EXPERIENCES OF PROFESSIONAL AND ORDINARY PEOPLE TAKING CARE OF, TREATING AND HELPING VARIOUS ANIMALS, AS WELL AS EXHIBITING GOOD SOCIAL RESPONSIBILITY AND PROMOTING STRONG PERSONAL AND COMMUNITY VALUES. THE PROGRAM SHOWCASES SPECTACULAR RESCUES OF ALL TYPES OF ANIMALS AND FOCUSES ON THE DEDICATED PEOPLE AROUND THE WORLD WHO HELP SICK, INJURED, OR ABUSED ANIMALS. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
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Other Matters (6 of 13)

Response

Program Title	BIZ KID\$
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	SUNDAY 10:30AM
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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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. "BIZ KIDS" FOCUSES ON FINANCIAL LITERACY AND ENTREPRENEURSHIP FOR TEENS. USING A MIX OF STRONG FINANCIAL EDUCATION TOOLS, DYNAMIC SKETCH COMEDY, AND INSPIRING TRUE STORIES OF YOUNG ENTREPRENEURS, "BIZ KIDS" PROVIDES IMPORTANT INFORMATION FOR FUTURE FINANCIAL SUCCESS. EACH EPISODE FEATURES MATH, LANGUAGE ARTS, AND SOCIAL STUDIES, AS WELL AS TEACHING TEENS ABOUT MONEY AND BUSINESS. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

Other Matters (7 of 13)

Response

Program Title DOG TALES

Origination Syndicated

Days/Times Program Regularly Scheduled SUNDAY 11AM

Total times aired at regularly scheduled time 13

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. "DOG TALES" SHOWCASES INSTRUCTIONS FOR YOUNG VIEWERS ON THE PROPER CARE OF PETS AND PROVIDES SAFETY, HEALTH, AND TRAINING TIPS THAT ARE USEFUL FOR ALL KINDS OF DOGS. "DOG TALES" EMPHASIZES RESPONSIBLE PET OWNERSHIP, COMPASSION FOR ALL LIVING CREATURES, AND PROMOTES STRONG PERSONAL AND COMMUNITY VALUES IN AN ENTERTAINING AND INFORMATIVE FORMAT. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

Other Matters (8 of 13)

Response

Program Title DRAGONFLY TV

Origination Syndicated

Days/Times Program Regularly Scheduled SUNDAY 11:30AM

Total times aired at regularly scheduled time 13

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.	"DRAGONFLY TV" IS A SERIES THAT FOCUSES ON SCIENTIFIC EDUCATION FOR CHILDREN. IT HIGHLIGHTS CHILDREN "DOING" PROJECTS WITH REAL HANDS-ON EXPERIMENTS AND DEMONSTRATES PRACTICAL APPLICATIONS OF MATHEMATICS AND SCIENCE. IT INTRODUCES YOUNG VIEWERS TO A VARIETY OF SCIENTIFIC DISCIPLINES AND CHALLENGES THEM IN CRITICAL THINKING AND PROBLEMS SOLVING SKILLS, WHILE PROVIDING VALUABLE INFORMATION TO REACH THE ANSWERS. EACH EPISODE ENCOURAGES CHILDREN TO EXPLORE AND INVESTIGATE SCIENCE ON THEIR OWN. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
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Other Matters (9 of 13)

Response

Program Title	MISSING
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 12PM
Total times aired at regularly scheduled time	13
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.	"MISSING" FOCUSES ON ACTUAL CASES OF MISSING PERSONS. "MISSING" PROVIDES INFORMATION AND DESCRIPTIONS OF MISSING CHILDREN, INCLUDING ENDANGERED RUNAWAYS AS WELL AS VICTIMS OF ABDUCTIONS. THE SHOW ALSO PRESENTS PEER-TO-PEER ADVICE ON SAFETY IN PUBLIC PLACES AND IN CYBER-SPACE, INCLUDING REAL-WORLD EXAMPLES OF HOW TO AVOID POTENTIALLY DANGEROUS SITUATIONS. THE PROGRAM EMPHASIZES TAKING ACTIVE RESPONSIBILITY FOR PERSONAL SAFETY AND PROMOTES SITUATIONAL AWARENESS, PRESENTED IN A CALM AND NON-THREATENING MANNER SUITED FOR TEENS. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
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Other Matters (10 of 13)

Response

Program Title	THINK BIG
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 12:30PM

Total times aired at regularly scheduled time	13
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.	"THINK BIG" FEATURES TOP KID INVENTORS WHO FACE OFF AGAINST EACH OTHER IN AN INVENT-OFF TO SEE WHO CAN COME UP WITH THE MOST INNOVATIVE AND CREATIVE INVENTION. EACH EPISODE IS SET UP IN THE "THINK TANK," A STUDIO FILLED WITH ART SUPPLIES AND CONSTRUCTION MATERIALS. TWO TEAMS BRAINSTORM, CHOOSE MATERIALS, AND THEN SKETCH, DESIGN, AND BUILD THEIR OWN IDEA. ONCE FINISHED, THE INVENTIONS ARE PRESENTED TO A JUDGE WHICH DETERMINES THE WINNER. "THINK BIG" ENCOURAGES PROBLEM-SOLVING SKILLS, CREATIVITY, INNOVATION, MARKETING, DESIGN, AND TEAMWORK. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

Other Matters (11 of 13)

	Response
Program Title	FLOOGALS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9:00AM
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 animated program features the Floogals, aliens who travel in a spaceship to earth on a mission to document everything around them. During each episode, the Floogals set out on a mission explore their new world. These missions explore the uniqueness of the world and how it works, while children learn the processes of questioning, predicting, observing and experimenting. Episode examples include discovering ice, bubble baths, examining bananas and seeing a turtle for the first time. Floogals will replace Earth to Luna beginning February 6th, 2016. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

Other Matters (12 of 13)

	Response
Program Title	NOODLE AND DOODLE
Origination	Network

Days/Times Program Regularly Scheduled	SATURDAY 11:30AM
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 PROGRAM FEATURES ART PROJECTS AND COOKING PROJECTS AROUND A SPECIFIC THEME. NOODLE & DOODLE, ALONG WITH HOST, SEAN, DEMONSTRATE STEP-BY-STEP "HOW TO" PROJECTS WHILE ENCOURAGING PARENT ENGAGEMENT AND OFTEN FEATURE FAMILIES WORKING TOGETHER TO MAKE SOMETHING TO DISPLAY WITHIN THE CHILD'S HOME. THE ART PROJECTS TYPICALLY PROMOTE UTILIZING RECYCLED MATERIALS TO DEMONSTRATE THAT OBJECTS CAN BE RE-PURPOSED. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM.

Other Matters (13 of 13)	Response
Program Title	THE CHICA SHOW
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11:00AM
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.	Through this program, the viewer joins Chica for play dates that will take them under the sea, rocketing into space and time traveling back to caveman days. Set in a colorful, quirky shop with every kind of costume, accessory and prop imaginable, through animation, live action and lots of surprises, The Chicha Show teaches preschoolers about the world around them today and in history. This program will air on the main digital stream.

Certification

Question	Response
<p>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.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>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.</p> <p>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).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	<p>Yes</p>
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p>WILLIAM RAYMOND WILSON <i>DIRECTOR OF PROGRAMMING</i></p> <p>04/06/2016</p>

Attachments

No Attachments.