Approved by OMB (Office of Management and Budget) 3060-0928
January 2015

Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0017874009** | File Number: **0000014768** | Submit Date: **10/05/2016** | Call Sign: **WLOO** | Facility ID: **84253** | City: **VICKSBURG** | State: **MS**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/05/2016** | Filing Status: **Active**

Report reflects information for : Third 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
TOUGALOO COLLEGE **Applicant** Doing Business As: TOUGALOO COLLEGE	Pervis Parker 500 WEST COUNTY LINE ROAD TOUGALOO, MS 39174 United States	+1 (601) 953-9606	pervisparker@wufxtv.com	Company

Contact Representatives (2)

Contact Name	Address	Phone	Email	Contact Type
Michael Beder *Legal Counsel* Covington & Burling LLP	One CityCenter, 850 Tenth Street, NW Washington, DC 20001 United States	+1 (202) 662-5138	mbeder@cov.com	Legal Representative
Jerry Kirk *Director of Technology* wlbt, llc	715 S. Jefferson Street JACKSON, MS 39201 United States	+1 (601) 960-4478	jkirk@wlbt.com	Technical Representative

Children's Television Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	MY Network
	Nielsen DMA	Jackson MS
	Web Home Page Address	

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	5.0
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	0.0
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:	0.0
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(9)

Digital Core Program (1 of 9)	Response
Program Title	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 700am
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.	Dog Tales serves the educational and informational needs of children 13-16 years of age with its program content, including dog safety and care tips, as well as lessons on responsibility of owning a dog. The show also provides informative segments on various dog breeds and showcases various veterinary experts explaining different issues affecting canines. The weekly series also includes recommended reading lists about dogs, and promotes children's writing and creative skills with essay and art contests.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 9)	Response
Program Title	3 Wide Life
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 730am
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.	3 Wide Life meets the educational and information needs of children 13-16 years of age by providing viewers with an inside look at challenges met and lessons learned while competing in motor sports. 3WL looks a current NASCAR teams, crew members, business personnel and drivers who share their experiences, advice, and stories, educating teens and providing an in-depth look at the hard work and dedication it takes to achieve their goals. 3WL also discusses overcoming adversity, crew reviews, racing as a career, technology, kids in racing, racing roots, and the business of racing.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 9)	**Response**
Program Title	Whaddyado/Xploration DIY SCI
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 800a
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.	Whaddyado is a half-hour weekly educational series designed to educate, inform, inspire and entertain children 16 & under about the world around them. Each episode is an educational life lesson, based in reality, intended to prepare young people for potential situations that could easily crop up at any time, anywhere. Through dramatic re-enactments, Whaddyado will skillfully document the event, interview the participants, and talk to various experts, who will explain what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make the right decision at the right moment, there will be a moral dilemma segment featured in each show. XPloration DIY SCI replace Whaddyado the last to weeks of the quarter. Xploration is a show that takes the youth on exploration around the world and explore different oppurtunites.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 9)	**Response**
Program Title	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 830am
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 an award-winning multi-media science education program combining television, community outreach, the Web, and fun. Produced by KTCA, creator of the long-running family science series Newton's Apple, Dragonfly TV engages tens of millions of children, parents and teachers in accessible, hands-on science activities. Dragonfly TV is designed to appeal to children from diverse ethnic, socioeconomic, and educational backgrounds. By modeling and celebrating children's science capabilities, Dragonfly TV has always shown that if kids can dream it, they can do it.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 9)	**Response**
Program Title	Bizz Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Satuday 900am
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.	Biz Kids servers as a teaching tool for children 13 to 16 years of age in the areas of finance and business. It helps them learn money management skills and life choices
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 9)	**Response**
Program Title	Wild about Animals
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 930am
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.	Wild About Animals is produced by Steve Rotfeld Productions. The objective is to educate and inform children, specifically in the target age group, by bringing them entertaining and interesting stories about the world's most fascinating animals. Each episode consist of four different stories sdesigned to teach children about both exotic and unique animals as well as to educate them further about animals they see everyday.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 9)	**Response**
Program Title	Pet TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 1000am
Total times aired at regularly scheduled time	12
Total times aired	12
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.	Pets.TV is a television program that provides educational and informational segments exposing the target audience of young viewers to everything Pets. The upbeat contemporary presentation relates the animals to the viewer's lives and interests. Pets from everyday to the unique are showcased with educational information that shares how they evolved to become pets and their geographic origins. Professionals answer questions from pet lovers and share personal experiences. In these segments the excitement and love of working with pets is expressed. The motivational and inspirational message of each guest is entertaining and empowers audiences of all ages to pursue more information and education about everything pets. Each segment of Pets.TV delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (8 of 9)	**Response**
Program Title	The Outdoorsman
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 1030am
Total times aired at regularly scheduled time	12
Total times aired	12
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.	The series, The Outdoorsman, includes an educational and informational blend of world class adventures in domestic and international locations. Environmental and conservation issues, teaching kids & people of all ages about wildlife, hunting, fishing, ethics and respect for nature and a celebration of the sporting lifestyle are important aspects of the format. Long term goals of the series include propagation of a Mass Media Communications Network in support of the sporting industry. To establish this series as a major force in the entertainment and education of young people and their families. To give people of all ages motivation and inspiration to enjoy the great outdoors and follow their dreams of travel, adventure and exploration. To also teach people the key role sportsmen & women play in this countries overall game management & habitat programs.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 9)	**Response**
Program Title	Missing
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 1100am
Total times aired at regularly scheduled time	12
Total times aired	12
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.	Missing serves the educational and informational needs to children 13 to 16 years of age with its program content, including safety tips and real life stories using various resources to help find missing people. The show is also a public service to communities across the United States.
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	Pervis Parker
Address	One Great Place
City	Jakson
State	MS
Zip	39209
Telephone Number	(601) 983-3713
Email Address	pervisparker@wufxtv.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.	

Other Matters (9)

Other Matters (1 of 9)	Response
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Length of Program	30 mins
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Other Matters (2 of 9)	Response
Program Title	3 Wide Life
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 730am
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Origination	Syndicated

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Other Matters (4 of 9)	**Response**
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Origination	Syndicated

Days/Times Program Regularly Scheduled	Saturday 900am
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Length of Program	30 mins
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Other Matters (8 of 9)	**Response**
Program Title	The Outdoorman
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 1030am
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.	The series, The Outdoorsman, includes an educational and informational blend of world class adventures in domestic and international locations. Environmental and conservation issues, teaching kids & people of all ages about wildlife, hunting, fishing, ethics and respect for nature and a celebration of the sporting lifestyle are important aspects of the format. Long term goals of the series include propagation of a Mass Media Communications Network in support of the sporting industry. To establish this series as a major force in the entertainment and education of young people and their families. To give people of all ages motivation and inspiration to enjoy the great outdoors and follow their dreams of travel, adventure and exploration. To also teach people the key role sportsmen & women play in this countries overall game management & habitat programs.

Other Matters (9 of 9)	**Response**
Program Title	Missing
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 1100am
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 serves the educational and informational needs to children 13 to 16 years of age with its program content, including safety tips and real life stories using various resources to help find missing people. The show is also a public service to communities across the United States.

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.	Yes
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	**Pervis Parker** *General Manager* 10/05/2016

Attachments

No Attachments.