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Children's Television Programming Report

FRN: **0006291702** | File Number: **0000014891** | Submit Date: **10/06/2016** | Call Sign: **WLMB** | Facility ID: **17076** | City: **TOLEDO** | State: **OH**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/06/2016** | Filing Status: **Active**

Report reflects information for : **Second 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
DOMINION BROADCASTING, INC. Doing Business As: DOMINION BROADCASTING, INC.	825 CAPITAL COMMONS DRIVE TOLEDO, OH 43615 United States	+1 (419) 720- 9562	JSCHMITZ@WLMB. COM	Company

Contact
Representatives
(2)

Contact Name	Address	Phone	Email	Contact Type
LOUIS R. DU TREIL , Jr . <i>CONSULTING ENGINEER</i> DU TREIL, LUNDIN & RACKLEY, INC.	201 FLETCHER AVENUE SARASOTA, FL 34237 United States	+1 (941) 329- 6000	BOBjr@DLR.COM	Technical Representative
EVE REED WILEY REIN LLP	1776 K STREET, NW WASHINGTON, DC 20006 United States	+1 (202) 719- 7000	EREED@WILEYREIN. COM	Legal Representative

Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Independent
	Affiliated network	
	Nielsen DMA	Toledo
	Web Home Page Address	www.wlmb.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	4.0
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:	4.0
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(8)

Digital Core Program (1 of 8)	Response
Program Title	Veggie Tales - 1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:00am
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	4 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animated program featuring various "Vegetables" who teach many different lessons of pro-social behavior, based off the bible. These lessons include but are not limited to: honestly, patience, making friends, treating others with respect, obedience to authority.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 8)	Response
Program Title	Donkey Ollie
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7am
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	4 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animated stories from the Bible, but using a character, Ollie to vist places in the bible. Various lessons of faith and character buiding are features in a way geared to young children.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 8)	Response
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Program Title	Paws & Tales - 1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:30am
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	4 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animated program with a family of cats living in a clubhouse they built. There is a wise older character who teaches lessons of personal character along with bible stories featuring lessons of cooperation, honesty and hard work.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 8)	Response
Program Title	Veggie Tales - 2
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:30am
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	4 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animated program featuring various "Vegetables" who teach many different lessons of pro-social behavior, based off the bible. These lessons include but are not limited to: honestly, patience, making friends, treating others with respect, obedience to authority.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 8)	Response
Program Title	Animal Action
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 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	10 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Live action program showing various unique traits of animals. These traits or aspects are used as a spring board to teach lessons of a Biblical nature and various forms of pro-social behavior including honesty, being trustworthy, reliable and obedient to authority.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 8)	Response
Program Title	Paws & Tales - 2
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	4 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animated program with a family of cats living in a clubhouse they built. There is a wise older character who teaches lessons of personal character along with bible stories featuring lessons of cooperation, honesty and hard work.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 8)	Response
Program Title	Adventures In Odyssey
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:30am
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	4 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animated program featuring characters in the town of Odyssey. The children of Odyssey learn from a wise older care-taker/shop owner various lessons of faith through their normal everyday life. These lessons taught our of a Biblical nature along with many examples of pro-social behavior. Lessons of faith, honesty, patience, reliability, hard work etc all all taught through this program, which was originally produced by Focus On The Family.
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	'Tween You And Me
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 10:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
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.	Live action program directed to early teenagers or ""Tweens" teaching them lessons of faith, morality and pro-social behavior. Using real-life situations and discussion, teens learn Biblical lessons of honestly, working together, respecting each other, respecting parents and other authority figures.
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	Jeff Millslagle
Address	825 Capital Commons Drive
City	Toledo
State	OH
Zip	43615
Telephone Number	(419) 720-9562
Email Address	jeff@wlmb.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.	During the months of May and June, WLMB produced and aired spots featuring to top local high school seniors from seven local schools. Each school had their own spot created highlighting one male and one female student. Each of these spots were 30 second in length. The spots aired 455 times in May and 343 times in June , beginning May 2, 2016 and running through June 19, 2016.

Other Matters (5)

Other Matters (1 of 5)	Response
Program Title	Veggie Tales
Origination	Syndicated
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	4 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animated program featuring various "Vegetables" who teach many different lessons of pro-social behavior, based off the bible. These lessons include but are not limited to: honestly, patience, making friends, treating others with respect, obedience to authority.

Other Matters (2 of 5)	Response
Program Title	Donkey Ollie
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animated stories from the Bible, but using a character, Ollie to vist places in the bible. Various lessons of faith and character buiding are features in a way geared to young children.

Other Matters (3 of 5)	Response
Program Title	Paws & Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday at 7:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animated program which features various characters playing in a clubhouse that they build. Program teaches various forms of pro-social behavior such as honesty, cooperation, friendship, loyalty etc and many Bible stories showcasing these traits.

Other Matters (4 of 5)	Response
Program Title	Superbook
Origination	Syndicated

Days/Times Program Regularly Scheduled	Saturday 8:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	10 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animated program where 2 children, a brother and sister, go back in time via a "Superbook." Using various Bible stories of both the Old and New Testaments, lessons of faith, honesty, confidence and Biblical knowledge are taught as the children find themselves re-living the stories found in the Bible. Program encourages many forms of pro-social behavior as well as lessons from Scripture.
Other Matters (5 of 5)	
Program Title	Animal Action
Origination	Syndicated
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	10 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Live action program using various animals to teach lessons of honesty, faith and patience. Program featured a host who interviews individuals who have special knowledge about specific animals and the host relates their various traits or "actions" to lessons of life and faith. Program encourages pro-social issues as getting along with each other, honesty, working together, patience along with teach Bible lessons based off those animal traits.

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>	
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.	Jeff Millslagle <i>Sr. VP of Programming</i> 10/06/2016

Attachments

No Attachments.