



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0017874009** | File Number: **0000030594** | Submit Date: **10/02/2017** | Call Sign: **WLOO** | Facility ID: **84253** | City:  
**VICKSBURG** | State: **MS**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**10/02/2017** | Filing Status: **Active**

Report reflects information for : Third Quarter of 2017

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<br>NON-PROFIT CORPORATION<br>Doing Business As: TOUGALOO COLLEGE | Pervis Parker<br>500 WEST COUNTY LINE ROAD<br>TOUGALOO, MS 39174<br>United States | +1 (601) 953-9606 | pervisarker@wufxtv.com | Company        |

Contact  
Representatives  
(3)

| Contact Name  | Address   | Phone                 | Email                | Contact Type                |
|---|---|-----------------------|----------------------|-----------------------------|
| Jennifer A Johnson<br><i>Legal Counsel</i><br>Covington & Burling LLP                     | Jennifer A. Johnson<br>One CityCenter, 850 Tenth<br>Street, NW<br>Washington, DC 20001<br>United States | +1 (202) 662-<br>5552 | jjohnson@cov.<br>com | Legal Representative        |
| Jerry Kirk<br><i>Director of Technology</i><br>wlbt, llc                                  | 715 S. Jefferson Street<br>JACKSON, MS 39201<br>United States   | +1 (601) 960-<br>4478 | jkirk@wlbt.com       | Technical<br>Representative |
| W. Jeffrey Reynolds<br><i>Technical Consultant</i><br>du Treil, Lundin &<br>Rackley, Inc. | 3135 Southgate Circle<br>Sarasota, FL 34239<br>United States  | +1 (941) 329-<br>6000 | JEFF@DLR.<br>COM     | Technical<br>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<br>(1 of 9)   | Response   |
|--|--|
| Program Title  | Dog Tales  |
| Origination  | Syndicated   |
| Days/Times Program<br>Regularly Scheduled  | Saturday 700am   |
| Total times aired at<br>regularly scheduled<br>time  | 13   |
| Total times aired  | 13   |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions for<br>other than Breaking<br>News  | 0  |
| Number of<br>Preemptions<br>Rescheduled  | 0  |
| Length of Program  | 30 mins  |
| Age of Target Child<br>Audience  | 13 years to 16 years   |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and how it<br>meets the definition<br>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<br>identify the program<br>by displaying<br>throughout the<br>program the symbol E<br>/I?                                | Yes  |

| Digital Core<br>Program (2 of 9)                    | Response       |
|---|----------------|
| Program Title                                       | 3 Wide Life    |
| Origination   | Syndicated     |
| Days/Times<br>Program<br>Regularly<br>Scheduled     | Saturday 730am |
| Total times aired<br>at regularly<br>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  |  | 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. |  | Xploration is a show that takes the youth on exploration around the world and explore different oppurtunities. |
| 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<br>Program Regularly<br>Scheduled  | Saturday 830am   |
| Total times aired<br>at regularly<br>scheduled time   | 13   |
| Total times aired   | 13   |
| Number of<br>Preemptions  | 0  |
| Number of<br>Preemptions for<br>other than<br>Breaking News   | 0  |
| Number of<br>Preemptions<br>Rescheduled   | 0  |
| Length of Program   | 30 mins  |
| Age of Target<br>Child Audience   | 13 years to 16 years   |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and how<br>it meets the<br>definition of Core<br>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<br>identify the<br>program by<br>displaying<br>throughout the<br>program the<br>symbol E/I?                                 | Yes  |

| Digital Core Program (5 of 9)                      | Response       |
|--|----------------|
| Program Title                                      | Bizz Kids      |
| Origination  | Syndicated     |
| Days/Times Program Regularly Scheduled             | Saturday 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   | pervisarker@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   |
|--|--|
| Program Title  | Dog Tales  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Saturday 700am   |
| 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 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. |

| Other Matters (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   |
| 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. | 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. |

| Other Matters (3 of 9)                        | Response       |
|---|----------------|
| Program Title                                 | Xplortaion     |
| Origination                                   | Syndicated     |
| Days/Times Program Regularly Scheduled        | Saturday 800am |
| 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. | Xploration is a youth program about exploring. |

| Other Matters (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   |
| 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 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. |

| Other Matters (5 of 9)   | Response  |
|--|---|
| Program Title  | Bizz Kids   |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Saturday 900am  |
| 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. | 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 |

| Other Matters (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                 |
| 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. | 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 |
|--|--|

|                               |                 |
|-------------------------------|-----------------|
| <b>Other Matters (7 of 9)</b> | <b>Response</b> |
|-------------------------------|-----------------|

|   |                      |
|---|----------------------|
| Program Title                                 | Pet TV               |
| Origination                                   | Syndicated           |
| Days/Times Program Regularly Scheduled        | Saturday 1000am      |
| 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. | 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. |
|--|--|

|                               |                 |
|-------------------------------|-----------------|
| <b>Other Matters (8 of 9)</b> | <b>Response</b> |
|-------------------------------|-----------------|

|   |                 |
|---|-----------------|
| 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  |
|--|---|
| <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><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></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><b>Pervis Parker</b><br/><i>General Manager</i></p> <p>10/02<br/>/2017</p> |

**Attachments**

No Attachments.