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Children's Television Programming Report

FRN: **0022238794** | File Number: **0000085370** | Submit Date: **10/09/2019** | 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:
10/09/2019 | Filing Status: **Active**

Report reflects information for : Third Quarter of 2019

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	1776 PARK AVE. 4-135 PARK CITY, UT 84060 United States	+1 (435) 649- 0045	scott. flick@pillsburylaw. com	Company

**Contact
Representatives
(1)**

Contact Name	Address	Phone	Email	Contact Type
Scott R. Flick , Esq. . <i>FCC Counsel</i> PILLSBURY WINTHROP SHAW PITTMAN LLP	1200 Seventeenth Street, NW Washington, DC 20036 United States	+1 (202) 663- 8167	scott. flick@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.MYNBC15.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	336.0
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:	6.0
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(19)

Digital Core Program (1 of 19)	Response
Program Title	THE VOYAGER WITH JOSH GARCIA
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9:00AM (JULY 1 - SEPT 30)
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	2
Number of Preemptions Rescheduled	2
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.	This program chronicles video journalist, Josh Garcia, as he travels the works spotlighting local history, culture and food. Garcia seeks out authentic cultural experiences across the globe. Children will learn geography, history and cultural diversity. This program airs on the main digital stream 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	THE VOYAGER WITH JOSH GARCIA
List date and time rescheduled	08/11/2019 12:30 PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2019-07-27
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	THE VOYAGER WITH JOSH GARCIA
List date and time rescheduled	07/06/2019 12:00 PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2019-07-20
Episode #	

Reason for Preemption	Sports
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Digital Core Program (2 of 19)	Response
Program Title	EARTH ODYSSEY WITH DYLAN DREYER
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9:30AM (JULY 1 - SEPT 30)
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	2
Number of Preemptions Rescheduled	2
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.	This program will take viewers on a journey to the wildest points on the globe, uncovering the connection between the environment, the wildlife, and the human beings that surround them. Each week a new destination is explored, ranging from Africa, Indochina, the Middle East, and many untamed islands around the world. Audiences have a captivating look at the symbiosis between all living things, in the most larger-than-life places on Earth. This program airs on the main digital stream 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	EARTH ODYSSEY WITH DYLAN DREYER
List date and time rescheduled	07/06/2019 12:30 PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2019-07-20
Episode #	

Reason for Preemption	Sports
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Digital Preemption Programs #2

Questions	Response
Title of Program	EARTH ODYSSEY WITH DYLAN DREYER
List date and time rescheduled	08/18/2019 11:00 AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2019-07-27
Episode #	
Reason for Preemption	Sports

Digital Core Program (3 of 19)	Response
Program Title	CONSUMER 101
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:00AM (JULY 1 - SEPT 30)
Total times aired at regularly scheduled time	10
Total times aired	13
Number of Preemptions	3
Number of Preemptions for other than Breaking News	3
Number of Preemptions Rescheduled	3
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.	This program features experts and scientists from the Consumer Reports labs and testing facilities to give viewers a behind-the-scenes look into the science used to test various products - from the obscure, to the fascinating, to the everyday. Each week, audiences will discover more about product testing, learn efficient ways to get the most out of everyday items, as well as catch a glimpse into a unique career path in the fields of science and technology. This program airs on the main digital stream 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	CONSUMER 101
List date and time rescheduled	07/14/2019 11:00 AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2019-07-20
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	CONSUMER 101
List date and time rescheduled	08/18/2019 11:30 AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2019-07-27
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	CONSUMER 101
List date and time rescheduled	09/01/2019 11:30 AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2019-08-03
Episode #	
Reason for Preemption	Sports

**Digital Core Program
(4 of 19)**

	Response
Program Title	NATURALLY, DANNY SEO
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:30AM (JULY 1 - SEPT 30)
Total times aired at regularly scheduled time	10
Total times aired	13

Number of Preemptions	3
Number of Preemptions for other than Breaking News	3
Number of Preemptions Rescheduled	3
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.	This program is about seeking a healthier lifestyle by learning the science behind eating well and exercising your mind and body while caring for our planet. Host Danny Seo is an authority on eco-friendly living. Children will learn that caring for the environment can go hand-in-hand with enjoying time with family and friends, sharing delicious and healthy meals all while creating a healthy and environmentally friendly home. This program airs on the main digital stream 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	NATURALLY, DANNY SEO
List date and time rescheduled	08/25/2019 11:00 AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2019-07-27
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	NATURALLY, DANNY SEO
List date and time rescheduled	08/11/2019 11:00 AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2019-07-20
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
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Title of Program	NATURALLY, DANNY SEO
List date and time rescheduled	09/07/2019 12:00 PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2019-08-03
Episode #	
Reason for Preemption	Sports

Digital Core Program (5 of 19)		Response
Program Title	VETS SAVING PETS	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAY 11:00AM (JULY 1 - SEPT 30)	
Total times aired at regularly scheduled time	10	
Total times aired	13	
Number of Preemptions	3	
Number of Preemptions for other than Breaking News	3	
Number of Preemptions Rescheduled	3	
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.	This program takes place at the Emergency Veterinary Trauma Center in Toronto, one of the busiest veterinary facilities in Canada. Each week, viewers will be exposed to new emergency cases that will teach audiences about a wide array of specialties within veterinary medicine such as critical care, oncology, cardiology, neurology, anesthesiology, dermatology, dentistry, and surgery. This program airs on the main digital stream 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	VETS SAVING PETS
List date and time rescheduled	08/03/2019 08:00 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	2019-08-03
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	VETS SAVING PETS
List date and time rescheduled	08/25/2019 11:30 AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2019-07-27
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	VETS SAVING PETS
List date and time rescheduled	08/11/2019 11:30 AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2019-07-20
Episode #	
Reason for Preemption	Sports

Digital Core Program (6 of 19)

	Response
Program Title	THE CHAMPION WITHIN
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 8:30AM (JULY 1 - SEPT 30)
Total times aired at regularly scheduled time	9
Total times aired	13
Number of Preemptions	4
Number of Preemptions for other than Breaking News	4
Number of Preemptions Rescheduled	4

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.	This program features the powerful and inspiring stories of successful athletes who exemplify what it really means to be a champion. The program introduces audiences to professional and amateur athletes who have overcome obstacles to ultimately achieve transcendent moments in the world of sports. Children will learn that a champion is not only defined by their speed, strength and agility, but also by their grit, resiliency and heart. This program airs on the main digital stream 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	THE CHAMPION WITHIN
List date and time rescheduled	09/07/2019 11:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2019-09-07
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	THE CHAMPION WITHIN
List date and time rescheduled	07/06/2019 11:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2019-07-06
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	THE CHAMPION WITHIN
List date and time rescheduled	08/11/2019 12:00 PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	2019-07-20
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	THE CHAMPION WITHIN
List date and time rescheduled	09/01/2019 11:00 AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2019-07-27
Episode #	
Reason for Preemption	Sports

Digital Core Program (7 of 19)		Response
Program Title		AMERICA'S HEARTLAND
Origination		Syndicated
Days/Times Program Regularly Scheduled		SUNDAY 10:30AM (JULY 1 - SEPT 30)
Total times aired at regularly scheduled time		12
Total times aired		13
Number of Preemptions		1
Number of Preemptions for other than Breaking News		1
Number of Preemptions Rescheduled		1
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.	Much of the food Americans eat is produced by farmers and ranchers in the country's heartland, but many children don't know how it's produced. "America's Heartland" provides information about the people and processes responsible for the availability of food and fuel across the country and around the world. The show's reporters and producers tell stories in topics that include farm families, consumer issues, animal welfare and crop sustainability. Children will learn about the production of the food and fuel they consume. Some episodes also take the show abroad to countries such as Egypt and Taiwan, to show the impact American agriculture has on the global economy. This program airs on the main digital stream 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	AMERICA'S HEARTLAND
List date and time rescheduled	
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2019-07-27
Episode #	
Reason for Preemption	Sports

Digital Core Program (8 of 19)	Response
Program Title	ANIMAL RESCUE
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 10AM (JULY 1 - SEPT 30)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	

Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program exerts a positive influence on its viewers by illustrating the best of human instincts. In particular, the show highlights respect and compassion for all living creatures, informative instruction on medical rehabilitation treatments and techniques, and the teamwork of animal rescue personnel. The viewer learns valuable information about animal development, behavior and habitats, and is also made aware of important environmental issues. 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 (9 of 19)
Response

Program Title	BIZ KIDS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 10:30AM (JULY 1 - SEPT 30)
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.	The program focuses on financial literacy and entrepreneurship for teens. Using a mix of strong financial tools, dynamic sketch comedy, and inspirational true stories of young entrepreneurs, the program provides important information for future success. Each episode includes math, language arts, social studies, and important information 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

Digital Core Program (10 of 19)
Response

Program Title	DOG TALES
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 11AM (JULY 1 - SEPT 30)
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.	Each episode of Dog Tales profiles a breed of dog; its history, popularity and characteristics. Viewers will learn the differences in dogs and how those differences affect their lives. Viewers are shown families who own particular breeds, how they interact with their dogs, and how they are a valuable part of the family. Several dog experts explain the various dogs needs, health, nutrition requirements, safety, and care. 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 19)

Response

Program Title	DRAGONFLY TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 11:30AM - (JULY 1 - SEPT 30)
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.	This program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. 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 19)	Response
Program Title	MISSING
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 12:30PM (JULY 1 - SEPT 30)
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.	This program features actual cases of missing individuals across the country. Assisted by local state and federal law enforcement agencies, as well as the National Center for Missing and Exploited Children, the program interviews friends, family, and investigators involved with the cases. The program emphasizes taking responsibility for personal safety and promotes situational awareness. Each episode showcases safety tips, a safety quiz, and an instructional message from the National Center for Missing and Exploited Children. 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 19)	
	Response
Program Title	THINK BIG
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 12PM (JULY 1 - SEPT 30)
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.	Think Big is a kid hosted entertaining series for young people that follows the worlds most innovative kids as they create and invent new toys, games, learning tools, websites, and modes of transportation. The program features top kid inventors who face off against one another in an Invent-Off to see who can come up with the most innovative and creative invention. In each episode, two teams brainstorm, choose materials, and sketch and design their idea. Once completed, the inventions are then judged. This program allows kids to showcase their skills in creativity, science, innovation, marketing 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 (14 of 19)		Response
Program Title		REAL WINNING EDGE
Origination		Network
Days/Times Program Regularly Scheduled		SUNDAY 10AM (JULY 1 - SEPT 30)
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.		This program features young people who have been chosen to be profiled because of their adoption of pro-social values and principles. The particular youth featured is interviewed by a celebrity in the same talent field. This program shows the viewer that honesty, loyalty, hard work, self-discipline and balancing school work with social activities and friends, and developing a sense of purpose in his/her life, all combine to help the viewer stand against influences which could hurt him/her or others. This program airs on the third subchannel digital stream 15-3.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (15 of 19)	Response
Program Title	DRAGONFLY TV SPORTS
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 10:30AM (JULY 1 - SEPT 30)
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 Sports is a weekly half hour science television series that meets the educational and informational objectives of the FCC Childrens Programming requirements for children ages 13 through16. The programs highlight children doing projects with real hands-on experience and demonstrates practical applications of mathematics and science, in particular, as it relates to individual sports or sporting activity. It introduces young viewers to a variety of scientific disciplines within a particular sport and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Each sports related episode is engaging, entertaining and educational in structure, allowing children to investigate science on their own. Program airs on WPMI subchannel 15-3.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (16 of 19)	
	Response
Program Title	REAL WINNING EDGE
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 11:00AM (JULY 1 - SEPT 30)
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.	This program features young people who have been chosen to be profiled because of their adoption of pro-social values and principles. The particular youth featured is interviewed by a celebrity in the same talent field. This program shows the viewer that honesty, loyalty, hard work, self-discipline and balancing school work with social activities and friends, and developing a sense of purpose in his/her life, all combine to help the viewer stand against influences which could hurt him/her or others. This program also airs at 2pm on the same day but is always a different episode than the earlier broadcast. This program airs on WPXI subchannel 15-3.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 19)	Response
Program Title	DRAGONFLY TV SPORTS
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 11:30AM (JULY 1 - SEPT 30)
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 Sports is a weekly half-hour science television series that meets the educational and informational objectives of the FCC Childrens Programming requirements for children ages 13-16. The programs highlight children doing projects with real hands-on experience and demonstrates practical applications of mathematics and science, in particular, as it relates to individual sports or sporting activity. It introduces young viewers to a variety of scientific disciplines within a particular sport and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Each sports-related episode is engaging, entertaining and educational in structure, allowing children to investigate science on their own. This program airs earlier in the day on Sunday but is always a new episode. This program airs on WPMI 15-3.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 19)	Response
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Program Title	FUTURE PHENOMS
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 12PM (JULY 1 - SEPT 30)
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.	Hosted by Pat Summerall, this program takes viewers coast-to-coast and in-depth with the brightest young athletes in sports. The series profiles high school athletes who have overcome personal adversity to pursue their dreams. The athletes are recognized for their classroom achievements, as well as their contributions in extracurricular activities. The importance of dedication, discipline, commitment to academics, and community involvement are spotlighted as part of the athletes success. The stories strive to inspire viewers to pursue knowledge and a healthy, active lifestyle, despite any personal difficulties. This program airs on WPMI subchannel 15-3.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (19 of 19)	Response
Program Title	SPORTS STARS OF TOMORROW
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 12:30PM (JULY 1 - SEPT 30)

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.	<p>This program showcases the hard work and dedication required to be a true sports star. Chronicled are the trials and tribulations of young athletes as they strive to become top level performers in the sports arena. This program helps viewers realize that with hard work and determination, their goals in life and on the playing field are attainable. Key values such as dedication, discipline, commitment and community involvement are reinforced in each episode. The program also provides in-depth stories that reveal the important challenges and lessons that mold young athletes. Through these stories, viewers learn that while many desire greatness on the grand stage of competition, much can be learned through the journey that can make a significant difference throughout their lives. This program airs on WPMI subchannel 15-3.</p>
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	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 REPORTERS, ANCHORS, AND METEOROLOGISTS VISIT SCHOOLS FOR CAREER DAYS, LITERACY PROGRAMS, AND TEACHING CHILDREN ABOUT WEATHER. WPMI HAS A "COOL SCHOOLS" SEGMENT EACH WEEK WHERE WE HIGHLIGHT LOCAL SCHOOLS AND THEIR ACHIEVEMENTS. WPMI VISITED THE FOLLOWING SCHOOLS: HL SONNY CALLAHAN SCHOOL FOR THE DEAF AND BLIND AND CLARK-SHAW MAGNET SCHOOL. WPMI RUNS PSA'S TO EDUCATE CHILDREN AND TEENS ON VARIOUS ISSUES THAT ARE IMPORTANT TO THEIR SAFETY SUCH AS DRIVING CAREFULLY, BULLYING, TEXTUAL HARASSMENT, DRUG USE, AND DEPRESSION.

Other Matters (19)

Other Matters (1 of 19)	Response
Program Title	EARTH ODYSSEY WITH DYLAN DREYER
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9:30AM (OCT 1 - DEC 31)
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 will take viewers on a journey to the wildest points on the globe, uncovering the connection between the environment, the wildlife, and the human beings that surround them. Each week a new destination is explored, ranging from Africa, Indochina, the Middle East, and many untamed islands around the world. Audiences have a captivating look at the symbiosis between all living things, in the most larger-than-life places on Earth. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM.

Other Matters (2 of 19)	Response
Program Title	CONSUMER 101
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:00AM (OCT 1 - DEC 31)
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 JACK RICO WITH THE HELP OF EXPERTS AND SCIENTISTS FROM THE CONSUMER REPORTS LABS AND TESTING FACILITIES. CONSUMER 101 WILL GIVE VIEWERS A BEHIND THE SCENES LOOK INTO THE SCIENCE USED TO TEST EVERY KIND OF PRODUCT - FROM THE OBSCURE, TO THE FASCINATING, THE THE EVERYDAY. EACH WEEK AUDIENCES WILL DISCOVER MORE ABOUT PRODUCT TESTING, LEARN EFFICIENT WAYS TO GET THE MOST OUT OF EVERYDAY ITEMS, AS WELL AS CATCH A GLIMPSE INTO A UNIQUE CAREER PATH IN THE FIELDS OF SCIENCE AND TECHNOLOGY. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM.

Other Matters (3 of 19)	Response
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Program Title	EARTH ODYSSEY WITH DYLAN DREYER
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9:00AM (OCT 1 - DEC 31)
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 will take viewers on a journey to the wildest points on the globe, uncovering the connection between the environment, the wildlife, and the human beings that surround them. Each week a new destination is explored, ranging from Africa, Indochina, the Middle East, and many untamed islands around the world. Audiences have a captivating look at the symbiosis between all living things, in the most larger-than-life places on Earth. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM 15-1.

Other Matters (4 of 19) Response

Program Title	VETS SAVING PETS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 8:00AM (OCT 1 - DEC 31)
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 takes place at the Emergency Veterinary Trauma Center in Toronto, one of the busiest veterinary facilities in Canada. Each week, viewers will be exposed to new emergency cases that will teach audiences about a wide array of specialties within veterinary medicine such as critical care, oncology, cardiology, neurology, anesthesiology, dermatology, dentistry, and surgery. THIS PROGRAM WILL AIR ON THE PRIMARY DIGITAL STREAM, WPMI, CHANNEL 15-1.

Other Matters (5 of 19) Response

Program Title	THE CHAMPION WITHIN
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 8:30AM (OCT 1 - DEC 31)
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 features the powerful and inspiring stories of successful athletes who exemplify what it really means to be a champion. The program introduces audiences to professional and amateur athletes who have overcome obstacles to ultimately achieve transcendent moments in the world of sports. Children will learn that a champion is not only defined by their speed, strength and agility, but also by their grit, resiliency and heart. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM.
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Other Matters (6 of 19) Response

Program Title	A NEW LEAF
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:30AM (OCT 1 - DEC 31)
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 follows a variety of people on the cusp of key life inflection points by way of examining family history, genealogy, and sometimes DNA analysis. The program guides participants on their journey of self-discovery, and helps them learn from the past while looking to the future. Viewers learn the importance of appreciating and understanding their family history and ancestors in order to make important life decisions. This program will air on the main digital stream 15-1.
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Other Matters (7 of 19) Response

Program Title	AMERICAS HEARTLAND
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 10:30AM (OCT 1 - DEC 31)
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.	Much of the food Americans eat is produced by farmers and ranchers in the country's heartland, but many children don't know how it's produced. "America's Heartland" provides information about the people and processes responsible for the availability of food and fuel across the country and around the world. The show's reporters and producers tell stories in topics that include farm families, consumer issues, animal welfare and crop sustainability. Children will learn about the production of the food and fuel they consume. Some episodes also take the show abroad to countries such as Egypt and Taiwan, to show the impact American agriculture has on the global economy. This program will air on the main digital stream 15.1.
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Other Matters (8 of 19)	Response
Program Title	ANIMAL RESCUE
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 10AM (OCT 1 - DEC 31)
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 exerts a positive influence on its viewers by illustrating the best of human instincts. In particular, the show highlights respect and compassion for all living creatures, informative instruction on medical rehabilitation treatments and techniques, and the teamwork of animal rescue personnel. The viewer learns valuable information about animal development, behavior and habitats, and is also made aware of important environmental issues. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

Other Matters (9 of 19)	Response
Program Title	BIZ KID\$
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 10:30AM (OCT 1 - DEC 31)
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 program focuses on financial literacy and entrepreneurship for teens. Using a mix of strong financial tools, dynamic sketch comedy, and inspirational true stories of young entrepreneurs, the program provides important information for future success. Each episode includes math, language arts, social studies, and important information about money and business. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

Other Matters (10 of 19)	
	Response
Program Title	DOG TALES
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 11AM (OCT 1 - DEC 31)
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.	Each episode of Dog Tales profiles a breed of dog, its history, popularity and characteristics. Viewers will learn the differences in dogs and how those differences affect their lives. Viewers are shown families who own particular breeds, how they interact with their dogs, and how they are a valuable part of the family. Several dog experts explain the various dogs needs, health, nutrition requirements, safety, and care THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

Other Matters (11 of 19)	
	Response
Program Title	DRAGONFLY TV
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 11:30AM (OCT 1 - DEC 31)
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 features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

Other Matters (12 of 19)	
	Response
Program Title	MISSING

Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 12:30PM (OCT 1 - DEC 31)
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 features actual cases of missing individuals across the country. Assisted by local state and federal law enforcement agencies, as well as the National Center for Missing and Exploited Children, the program interviews friends, family, and investigators involved with the cases. The program emphasizes taking responsibility for personal safety and promotes situational awareness. Each episode showcases safety tips, a safety quiz, and an instructional message from the National Center for Missing and Exploited Children. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

**Other Matters
(13 of 19)**

Response

Program Title	THINK BIG
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 12PM (OCT 1 - DEC 31)
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 is a kid hosted entertaining series for young people that follows the worlds most innovative kids as they create and invent new toys, games, learning tools, websites, and modes of transportation. The program features top kid inventors who face off against one another in an Invent Off to see who can come up with the most innovative and creative invention. In each episode, two teams brainstorm, choose materials, and sketch and design their idea. Once completed, the inventions are then judged. This program allows kids to showcase their skills in creativity, science, innovation, marketing and teamwork. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

**Other Matters (14
of 19)**

Response

Program Title	DRAGONFLY TV SPORTS
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Origination	Network
Days/Times Program Regularly Scheduled	SUNDAYS 8AM (OCT 1 - DEC 31)
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 highlights children engaged in projects with real hands-on experience and demonstrates practical applications of mathematics and science, in particular, as it relates to individual sports or sporting activity. Children learn a variety of scientific disciplines within a particular sport and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Each sports-related episode is engaging, entertaining and educational in structure, allowing children to investigate science on their own. This program will air on WPMI subchannel 15-3.

**Other Matters
(15 of 19)**

Response

Program Title DRAGONFLY TV SPORTS

Origination Network

Days/Times
Program
Regularly
Scheduled
SUNDAYS 8:30AM (OCT 1 - DEC 31)

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 Sports is a weekly half hour science television series. The program highlights children doing projects with real hands-on experience and demonstrates practical applications of mathematics and science, in particular, as it relates to individual sports or sporting activity. It introduces young viewers to a variety of scientific disciplines within a particular sport and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Each sports-related episode is engaging, entertaining and educational in structure, allowing children to investigate science on their own. This program will air on WPMI subchannel 15-3.

**Other Matters (16
of 19)**

Response

Program Title THE RE-INVENTORS

Origination Network

Days/Times Program Regularly Scheduled	SUNDAY 9AM (OCT 1 - DEC 31)
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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.	This program follows hosts Matt Hunter and Jeremy MacPherson as they take original patent designs from history's lost inventions and build them, test them, and try to make them work. From a snow annihilator from the 1930s to a Chinese dragon rocket over 600 years old to a solar powered crematorium, Matt and Jeremy take viewers through the strange and entertaining world of invention. Each episode introduces children to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. This program will air on WPMI subchannel 15-3.
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**Other Matters (17
of 19)**

Response

Program Title	THE RE-INVENTORS
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Origination	Network
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Days/Times Program Regularly Scheduled	SUNDAYS 9:30AM (OCT 1 - DEC 31)
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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.	This program follows hosts Matt Hunter and Jeremy MacPherson as they take original patent designs from history's lost inventions and build them, test them, and try to make them work. From a snow annihilator from the 1930s to a Chinese dragon rocket over 600 years old to a solar powered crematorium, Matt and Jeremy take viewers through the strange and entertaining world of invention. Each episode introduces children to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. This program will air on WPMI subchannel 15-3.
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**Other
Matters (18
of 19)**

Response

Program Title	SPORTS STARTS OF TOMORROW
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Origination	Network
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Days/Times Program Regularly Scheduled	SUNDAY 10AM (OCT 1 - DEC 31)
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 showcases the hard work and dedication required to be a true sports star. Chronicled are the trials and tribulations of young athletes as they strive to become top level performers in the sports arena. This program helps viewers realize that with hard work and determination, their goals in life and on the playing field are attainable. Key values such as dedication, discipline, commitment and community involvement are reinforced in each episode. The program also provides in-depth stories that reveal the important challenges and lessons that mold young athletes. Through these stories, viewers learn that while many desire greatness on the grand stage of competition, much can be learned through the journey that can make a significant difference throughout their lives. This program will air on WPMI subchannel 15-3.

Other Matters (19 of 19)	Response
Program Title	SPORTS STARS OF TOMORROW
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 10:30AM (OCT 1 - DEC 31)
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 showcases the hard work and dedication required to be a true sports star. Chronicled are the trials and tribulations of young athletes as they strive to become top level performers in the sports arena. This program helps viewers realize that with hard work and determination, their goals in life and on the playing field are attainable. Key values such as dedication, discipline, commitment and community involvement are reinforced in each episode. The program also provides in-depth stories that reveal the important challenges and lessons that mold young athletes. Through these stories, viewers learn that while many desire greatness on the grand stage of competition, much can be learned through the journey that can make a significant difference throughout their lives. This program will air on WPXI subchannel 15-3.

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>DIR OF PROGRAMMING</i></p> <p>10/09/2019</p>

Attachments

No Attachments.