



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: 0009961889 | File Number: 0000009666 | Submit Date: 04/07/2016 | Call Sign: WFNA | Facility ID: 83943 | City: GULF SHORES | State: AL

Service: Full Service Television | Purpose: Children's TV Programming Report | Status: Received | Status Date: 04/07/2016 | Filing Status: Active

Report reflects information for : First Quarter of 2016

General Information

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

Applicant
Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
LIN OF ALABAMA, LLC Doing Business As: LIN OF ALABAMA, LLC	Henry Gola 333 EAST FRANKLIN STREET RICHMOND, VA 23219 United States	+1 (804) 887-5049	regulatoryaffairs@mediageneral.com	Company

Contact
Representatives
(1)

Contact Name	Address	Phone	Email	Contact Type
Henry Gola Media General, Inc.	Lisa Manning ONE WEST EXCHANGE STREET, SUITE 5A PROVIDENCE, RI 02903 United States	+1 (804) 887- 5049	regulatoryaffairs@mediageneral. com	Legal Representative

Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	Mobile-Pensacola (Ft Walt)
	Web Home Page Address	http://www.thecw55.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	3.0
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	6.0
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:	168.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core
Programs(9)

Digital Core Program (1 of 9)	Response
Program Title	DOG TOWN, USA
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 0700-0730
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.	Built on 33,000 acres of pristine land in Utah, Dog Town USA is the nation's preeminent facility dedicated to finding safe homes for abandoned dogs. Each week, Dog Town's highly skilled staff and internationally renowned experts first create a safe sanctuary for dogs from around the world. Then, "Dog Town USA's" medical professionals provide personal care to each dog beginning the detailed process of rehabilitation in preparation for uniting each dog with a loving new family and home.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 9)	Response
Program Title	DOG WHISPERER WITH CESAR MILLAN: FAMILY EDITION
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 0730-0800, 0800-030, 0830-0900, 0900-0930
Total times aired at regularly scheduled time	52
Total times aired	52

Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog Whisperer with Cesar Millan: Family Edition is a weekly half-hour series produced for viewers 13-16 and the entire family that educates and informs the audience about canine training techniques and creating healthy environments for dogs. Hosted by renowned dog behaviorist and trainer Cesar Millan, Dog Whisperer with Cesar Millan: Family Edition travels far and wide to help problem pups and teach families to better understand how to better deal with a dog's negative behavior. From Chihuahuas to Great Danes, no job is too big (or small) for Cesar. Viewers will have the chance to witness remarkable transformations first-hand and discover the how to be a responsible pet owner.
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	SAVE OUR SHELTER
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 0930-1000
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.	Save Our Shelter follows humanitarian entrepreneur and pet expert Rocky Kanaka and renovation specialist Rob North as they hit the road to revitalize, modernize and energize animal shelters and rescue facilities across America. In each episode, the show's hosts will engage the local community, including contractors and craftsmen, as they transform rundown rescues and shelters with the ultimate goal of creating healthy and happy environments to increase adoptions and save more pet lives. Each episode educates audiences about pet-related topics and culminates in a big reveal. Audiences will witness heartwarming news that one or more animals have arrived at their new home.
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	AWESOME ADVENTURES (DT-55.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 0900-0930, 1030-1100
Total times aired at regularly scheduled time	24
Total times aired	26
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.	Awesome Adventures is an American award-winning, educational adventure series for young people, produced by Steve Rotfield Productions. Episodes follow the presenter and a group of teenagers to destinations all over the world, such as Belize, Jamaica, St Lucia and Hawaii. During their stay in the designated area, the group explore the environment and take part in a range of activities such as firing a cannon, cliff diving and crocodile safari. Awesome Adventures is an interesting and educational program that provides the opportunity to learn about different cultures, customs and nature.
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	Awesome Adventures (DT55.2)
List date and time rescheduled	03/06/2016 10:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-03-05
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Awesome Adventures (DT55.2)
List date and time rescheduled	03/06/2016 11:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-03-05
Episode #	
Reason for Preemption	Sports

Digital Core Program (5 of 9)	Response
Program Title	Live Life and Win (DT-55.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 0930-1000, Sunday 0900-0930

Total times aired at regularly scheduled time	25
Total times aired	26
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.	Live Life and Win is a television series serving the educational and informational needs of children 13 to 16 years of age. The goals of the series are to encourage the target audience to: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore volunteerism as an opportunity to build character and to uncover personal passions; and (4) gain knowledge about the life skills necessary to Live Life and Win! Every segment of Live Life and Win delivers an educational and informational message that supports current social, intellectual and emotional aspects of the target audience. The show effectively instills 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 Preemption Programs #1

Questions	Response
Title of Program	Live Life and Win (DT55.2)
List date and time rescheduled	03/06/2016 10:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-03-05
Episode #	

Reason for Preemption	Sports
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Digital Core Program (6 of 9)	Response
Program Title	Animal Atlas (DT-55.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 1000-1030
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.	Animal Atlas continues its tradition as a series that blends animal images with information on a wide range of life science issues in a manner that is entertaining and clever. The episodes from this season again combine facts, comparisons, and reflections on broad concepts with an engaging narration that targets the 13-16 year-old age range in both vocabulary and interest level. The entertainment value of the series may make the educational value nearly invisible to the viewer, but it is there. Examples include the "Animal Facts" quizzes before and after breaks, the closing footage of faux outtakes with voiceover, and the sweeping world view that can make animals fascinating through comparison for example, comparing tentacles and trunks. These elements combine to create an enlightening way to hold viewer interest while delivering real-world information. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 13 - 16 year olds, at the beginning of each broadcast and in listings provided to publishers of program guides.
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	Animal Atlas (DT55.2)
List date and time rescheduled	03/06/2016 11:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-03-05
Episode #	
Reason for Preemption	Sports

Digital Core Program (7 of 9)	Response
Program Title	The Real Winning Edge (DT55.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 0930-1000
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.	The Real Winning Edge is a weekly half-hour television series that meets the educational and informational objectives of the FCC's Children's Programming requirements for children ages 13-16. The program highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges. Recognizing that 13 to 16-year-olds are likely to be influenced by celebrities, the series features role models from the professional sports and the entertainment industries. Each episode is engaging, entertaining and educational in structure, presenting a powerful and positive message.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (8 of 9)	Response
Program Title	Food For Thought (DT55.3)
Origination	Network
Days/Times Program Regularly Scheduled	February 16 (55.3 Launch Date) through March 26 Sundays 0900-0930, 0930-1000, 1000-1030, 1030-1100, 1100-1130, 1130-1200. March 27 aired 0900-0930, 0930-1000.
Total times aired at regularly scheduled time	32
Total times aired	32
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.	Foodie Claire Thomas is passionate about good food, and she brings her enthusiasm for sharing new recipes with friends and family to her series, FOOD FOR THOUGHT WITH CLAIRE THOMAS. The twenty-something aficionado leads viewers through an exploration of how food correlates with our interpersonal connections, and each episode follows her on a quest for inspirational ingredients that will yield a unique thematic dish. From tracking down the makings of a perfect burger to planning a healthy meal to celebrate her new apartment, Thomas shows her audience how learning about the food we eat can feed our minds as well as our bodies.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 9)	Response
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Program Title	Wild About Animals (DT55.3)
Origination	Network
Days/Times Program Regularly Scheduled	Beginning Sunday March 27 1000-1030, 1030-1100, 1100-1130, 1130-1200.
Total times aired at regularly scheduled time	4
Total times aired	4
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 a half hour animal magazine series. This series is produced for children ages 13 to 16. As the producers of Wild About Animals, it is the objective of Steve Rotfeld Productions to educate and inform children by bringing them entertaining and interesting stories about the world's most fascinating animals. Each episode will consist of four different stories designed 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

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	Venetia Rainer
Address	555 Broadcast Drive
City	Mobile
State	AL
Zip	36606
Telephone Number	(251) 662-2904
Email Address	vrainer@wkrg.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.	The digital programming responses reflect that on February 16, 2016 station WFNA launched the Justice Network as a new multicast on the 55.3 stream.

Other Matters (9)

Other Matters (1 of 9)	Response
Program Title	DOG TOWN, USA
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 0700-0730
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.	Built on 33,000 acres of pristine land in Utah, Dog Town USA is the nation's preeminent facility dedicated to finding safe homes for abandoned dogs. Each week, Dog Town's highly skilled staff and internationally renowned experts first create a safe sanctuary for dogs from around the world. Then, "Dog Town USA's" medical professionals provide personal care to each dog beginning the detailed process of rehabilitation in preparation for uniting each dog with a loving new family and home.

Other Matters (2 of 9)	Response
Program Title	DOG WHISPERER WITH CESAR MILLAN FAMILY EDITION
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 0730-0800, 0800-0830, 0830-0900, 0900-0930
Total times aired at regularly scheduled time	52
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 Whisperer with Cesar Millan Family Edition is a weekly half-hour series produced for viewers 13-16 and the entire family that educates and informs the audience about canine training techniques and creating healthy environments for dogs. Hosted by renowned dog behaviorist and trainer Cesar Millan, Dog Whisperer with Cesar Millan: Family Edition travels far and wide to help problem pups and teach families to better understand how to better deal with a dog's negative behavior. From Chihuahuas to Great Danes, no job is too big (or small) for Cesar. Viewers will have the chance to witness remarkable transformations first-hand and discover the how to be a responsible pet owner.

Other Matters (3 of 9)	Response
Program Title	SAVE OUR SHELTER
Origination	Network

Days/Times Program Regularly Scheduled	Saturday 0930-1000
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.	Save Our Shelter follows humanitarian entrepreneur and pet expert Rocky Kanaka and renovation specialist Rob North as they hit the road to revitalize, modernize and energize animal shelters and rescue facilities across America. In each episode, the show's hosts will engage the local community, including contractors and craftsmen, as they transform rundown rescues and shelters with the ultimate goal of creating healthy and happy environments to increase adoptions and save more pet lives. Each episode educates audiences about pet-related topics and culminates in a big reveal. Audiences will witness heartwarming news that one or more animals have arrived at their new home.

Other Matters (4 of 9)	Response
Program Title	AWESOME ADVENTURES (DT-55.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 0900-0930, 1030-1100
Total times aired at regularly scheduled time	26
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.	Awesome Adventures is an American award-winning, educational adventure series for young people, produced by Steve Rotfield Productions. Episodes follow the presenter and a group of teenagers to destinations all over the world, such as Belize, Jamaica, St Lucia and Hawaii. During their stay in the designated area, the group explore the environment and take part in a range of activities such as firing a cannon, cliff diving and crocodile safari. Awesome Adventures is an interesting and educational program that provides the opportunity to learn about different cultures, customs and nature.

Other Matters (5 of 9)	Response
Program Title	LIVE LIFE & WIN (DT-55.2)
Origination	Network

Days/Times Program Regularly Scheduled	Saturday 0930-1000, Sunday 0900-0930
Total times aired at regularly scheduled time	26
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.	Live Life and Win is a television series serving the educational and informational needs of children 13 to 16 years of age. The goals of the series are to encourage the target audience to: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore volunteerism as an opportunity to build character and to uncover personal passions; and (4) gain knowledge about the life skills necessary to Live Life and Win! Every segment of Live Life and Win delivers an educational and informational message that supports current social, intellectual and emotional aspects of the target audience. The show effectively instills a grounded balance of priorities, commitment, and perseverance children can apply to their lives.

Other Matters (6 of 9)	Response
Program Title	ANIMAL ATLAS (DT-55.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 1000-1030
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.	Animal Atlas continues its tradition as a series that blends animal images with information on a wide range of life science issues in a manner that is entertaining and clever. The episodes from this season again combine facts, comparisons, and reflections on broad concepts with an engaging narration that targets the 13-16 year-old age range in both vocabulary and interest level. The entertainment value of the series may make the educational value nearly invisible to the viewer, but it is there. Examples include the "Animal Facts" quizzes before and after breaks, the closing footage of faux outtakes with voiceover, and the sweeping world view that can make animals fascinating through comparison for example, comparing tentacles and trunks. These elements combine to create an enlightening way to hold viewer interest while delivering real-world information. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 13 - 16 year olds, at the beginning of each broadcast and in listings provided to publishers of program guides.
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Other Matters (7 of 9)	Response
Program Title	THE REAL WINNING EDGE (DT-55.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 0930-1000
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 Real Winning Edge is a weekly half-hour television series that meets the educational and informational objectives of the FCC's Children's Programming requirements for children ages 13-16. The program highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges. Recognizing that 13 to 16-year-olds are likely to be influenced by celebrities, the series features role models from the professional sports and the entertainment industries. Each episode is engaging, entertaining and educational in structure, presenting a powerful and positive message.

Other Matters (8 of 9)	Response
Program Title	FOOD FOR THOUGHT WITH CLAIRE THOMAS (DT-55.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 0900-0930, 0930-1000
Total times aired at regularly scheduled time	26
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.	Foodie Claire Thomas is passionate about good food, and she brings her enthusiasm for sharing new recipes with friends and family to her series, FOOD FOR THOUGHT WITH CLAIRE THOMAS. The twenty-something aficionado leads viewers through an exploration of how food correlates with our interpersonal connections, and each episode follows her on a quest for inspirational ingredients that will yield a unique thematic dish. From tracking down the makings of a perfect burger to planning a healthy meal to celebrate her new apartment, Thomas shows her audience how learning about the food we eat can feed our minds as well as our bodies.
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Other Matters (9 of 9)	Response
Program Title	WILD ABOUT ANIMALS (55.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 1000-1030, 1030-1100, 1100-1130, 1130-1200
Total times aired at regularly scheduled time	52
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 a half hour animal magazine series. This series is produced for children ages 13 to 16. As the producers of Wild About Animals, it is the objective of Steve Rotfeld Productions to educate and inform children by bringing them entertaining and interesting stories about the world's most fascinating animals. Each episode will consist of four different stories designed to teach children about both exotic and unique animals, as well as to educate them further about animals they see everyday.

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>David Mooney <i>Operations Manager - WKRG /WFNA</i></p> <p>04/07/2016</p>

Attachments

No Attachments.