



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0009961889** | File Number: **CPR-123860** | Submit Date: **10/05/2011** | Call Sign: **WEUX** | Facility ID: **2709** | City: **CHIPPEWA FALLS** | State: **WI**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/05/2011** | Filing Status: **Active**

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Report reflects information for : **Third Quarter of 2011**

**General Information**

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

**Applicant  
Information**

**Applicant Name, Type, and Contact Information**

Applicant	Address	Phone	Email	Applicant Type
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**Contact  
Representatives  
(0)**

Contact Name	Address	Phone	Email	Contact Type
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**Children's  
Television  
Information**

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	FOX
	Nielsen DMA	LaCrosse-Eau Claire
	Web Home Page Address	www.fox25fox48.com

**Digital Core  
Programming**

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	4.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	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(10)**

<b>Digital Core Program (1 of 10)</b>	<b>Response</b>
Program Title	YOUNG ICONS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT 7AM-730AM (7/2-9/24/2011)
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.	"The Young Icons gives you a glimpse inside the lives of the brightest and the best of Americas youth (age 18 and younger), including world-class athletes, accomplished artists, scholars, philanthropists, and entrepreneurs. These extraordinary young people are making a real difference in the world, and prove that children really can accomplish amazing and inspirational things. (E/I) for children age 13-16
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (2 of 10)</b>	<b>Response</b>
Program Title	PETS.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT 730AM-8AM (7/2-9/24/2011)
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.	The show "Pets.TV" explains the positives and negatives of pet ownership, including how to care for your pet, and features segments on owners, trainers and other people who interact with domesticated animals.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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<b>Digital Core Program (3 of 10)</b>		<b>Response</b>
Program Title	CURIOSITY QUEST GOES GREEN	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SAT 8AM-830AM (7/2-9/03/2011)	
Total times aired at regularly scheduled time	10	
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	0 years to 12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Curiosity Quest Goes Green" serves the educational and informational needs of children 12 years of age and under with its program content , including scientific principles and their practical applications in everyday life. The series allows children to explore the world of green living. The series also educates and informs youngsters about recycling, saving energy and protecting the environment. Each episode highlights a different aspect of environmental challenges and possible solutions. The weekly series also promotes children's writing and creative skills.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

<b>Digital Core Program (4 of 10)</b>		<b>Response</b>
Program Title	MYSTERY HUNTERS	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SAT 830AM-9AM (7/2-9/24/2011)	

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.	"Mystery Hunters" Do the ghosts of Gettysburg roam the fields where famous battles were once fought? Join teenage reporters Araya and Christina as they travel across the globe to answer these questions and more. Inquisitive minds will follow our young detectives as they conduct fun experiments to uncover the truth on the worlds greatest myths and mysteries. Join Mystery Hunters for a wild ride around the world and into the unknown. E/I with target group teens 13-16
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Digital Core Program (5 of 10)**

**Response**

Program Title	JACK HANNA'S INTO THE WILD
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 7AM-730AM (7/3-9/25/2011)
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.	"Jack Hanna's Into The Wild" takes viewers on exciting journeys to learn about animals and the places they live. In addition to the educational aspect of the program, Jack brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conversation message to encourage the audience to take an active interest in preserving wildlife. Combining data-oriented scientific information with the concern of the conservation status of wildlife and the environment enforces the educational value and impact of the program. The program was regularly scheduled and aired between the hours of 7:00am and 10:00pm. The program is 30 minutes in length, and was identified as an educational and informational show, targeted to teens (13-16 year old), 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

<b>Digital Core Program (6 of 10)</b>	<b>Response</b>
Program Title	TEEN KIDS NEWS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 830AM-9AM (7/3-9/25/2011)
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.	"Teen Kids News" meets FCC requirements for the core children's programming by producing each week educational features such as, "College and You" (tips for choosing and getting into college), and "Word," (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The Program stimulates the 13 - 16 year olds curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement of their academic and educational experience. More than 5,000 schools are using TKN as part of their school curriculum and affiliate stations have already contacted school systems in that regard. The full scripts are available to provide easy access for teachers to use in their classrooms.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (7 of 10)</b>	<b>Response</b>
Program Title	THIS WEEK IN BASEBALL
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 230PM-3PM (7/2-9/24/2011)
Total times aired at regularly scheduled time	13
Total times aired	14
Number of Preemptions	0
Number of Preemptions for other than Breaking News	

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 Week In Baseball" highlights the pro-social on-and-off the field activities of MLB's leading players and coaches. Working with the National Association for Sport and Physical Education (NASPE), "This Week In Baseball" seeks to provide today's youth with educational messages that can have an impact on development of positive lifestyle behaviors. The program portrays the positive outcomes that result from dedication, hard work, self-discipline, teamwork, practice and personal responsibilities. The program relates the achievements and experiences of baseball players to potential achievements in life. The program was regularly scheduled and aired between the hours of 7:00am and 10:00pm. The program is 30 minutes in length, and was identified as an educational and informational show, targeted to teens (13-16 year old), 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

<b>Digital Core Program (8 of 10)</b>	<b>Response</b>
Program Title	THE REAL WINNING EDGE
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY 8AM-830AM (9/10-9/24/2011)
Total times aired at regularly scheduled time	3
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.	The Real Winning Edge is a weekly half-hour E/I (13-16) series introducing viewers to some of the most incredibly talented young people in America. But it's more than a showcase for kids with exceptional talent and athleticism. It's about teenagers who've built character through their struggles with cancer or death of a loved one. It's about kids who have come face-to-face with drug abuse and peer pressure without losing their focus on their goal. Through interviews and profiles, these remarkable young people provide honest answers about how they dealt with adversity in their lives. Each half-hour program includes three segments featuring the personal stories of outstanding young people. The stories are introduced by an all-star team of high-profile, professional celebrities.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Digital Core Program (9 of 10)**

**Response**

Program Title	THE REAL WINNING EDGE
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 8AM-830AM (9/18/2011)
Total times aired at regularly scheduled time	1
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.	The Real Winning Edge is a weekly half-hour E/I (13-16) series introducing viewers to some of the most incredibly talented young people in America. But it's more than a showcase for kids with exceptional talent and athleticism. It's about teenagers who've built character through their struggles with cancer or death of a loved one. It's about kids who have come face-to-face with drug abuse and peer pressure without losing their focus on their goal. Through interviews and profiles, these remarkable young people provide honest answers about how they dealt with adversity in their lives. Each half-hour program includes three segments featuring the personal stories of outstanding young people. The stories are introduced by an all-star team of high-profile, professional celebrities.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Digital Core Program (10 of 10)**

**Response**

Program Title	DOG TALES
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 8AM-830AM (9/25/2011)
Total times aired at regularly scheduled time	1
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.	"Dog Tales" serves the educational and informational needs with its program content, including dog safety and care tips, as well as lessons on the 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. The program is 30 minutes in length, and was identified as an educational and informational show, targeted to teens (13-16 year old), 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

**Non-Core Educational and Informational Programming (1)**

<b>Non-Core Educational and Informational Programming (1 of 1)</b>	<b>Response</b>
Program Title	DOG TALES
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SAT 630AM-7AM (7/2-9/17/2011)
Total times aired at regularly scheduled time:	12
Number of Preemptions	-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.	Dog Tales" serves the educational and informational needs with its program content, including dog safety and care tips, as well as lessons on the 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. The program is 30 minutes in length, and was identified as an educational and informational show, targeted to teens (13-16 year old), at the beginning of each broadcast and in listings provided to publishers of program guides.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

**Date and Time Aired:**

<b>Questions</b>	<b>Response</b>
Date Time	

**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	Patricia Ann Stiphout
Address	1305 Interchange Place
City	La Crosse
State	WI
Zip	54603
Telephone Number	(608) 781-0025
Email Address	pstiphout@hotmail.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 (7)**

<b>Other Matters (1 of 7)</b>	<b>Response</b>
Program Title	YOUNG ICONS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT 7AM-730AM (10/1-12/31/2011)
Total times aired at regularly scheduled time	14
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 Young Icons" gives you a glimpse inside the lives of the brightest and the best of America's youth (age 18 and younger), including world-class athletes, accomplished artists, scholars, philanthropists, and entrepreneurs. These extraordinary young people are making a real difference in the world, and prove that children really can accomplish amazing and inspirational things. (E/I) for children age 13-16

<b>Other Matters (2 of 7)</b>	<b>Response</b>
Program Title	PETS.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT 730AM-8AM (10/1-12/31/2011)
Total times aired at regularly scheduled time	14
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 show "Pets.TV" explains the positives and negatives of pet ownership, including how to care for your pet, and features segments on owners, trainers and other people who interact with domesticated animals.

<b>Other Matters (3 of 7)</b>	<b>Response</b>
Program Title	THE REAL WINNING EDGE
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT 8AM-830AM (10/1-12/31/2011)
Total times aired at regularly scheduled time	14
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 E/I (13-16) series introducing viewers to some of the most incredibly talented young people in America. But it's more than a showcase for kids with exceptional talent and athleticism. It's about teenagers who've built character through their struggles with cancer or death of a loved one. It's about kids who have come face-to-face with drug abuse and peer pressure without losing their focus on their goal. Through interviews and profiles, these remarkable young people provide honest answers about how they dealt with adversity in their lives. Each half-hour program includes three segments featuring the personal stories of outstanding young people. The stories are introduced by an all-star team of high-profile, professional celebrities.
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<b>Other Matters (4 of 7)</b>		<b>Response</b>
Program Title		DOG TALES
Origination		Syndicated
Days/Times Program Regularly Scheduled		SAT 830AM-9AM (10/1-12/31/2011)
Total times aired at regularly scheduled time	14	
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.	"Mystery Hunters" Do the ghosts of Gettysburg roam the fields where famous battles were once fought? Join teenage reporters Araya and Christina as they travel across the globe to answer these questions and more. Inquisitive minds will follow our young detectives as they conduct fun experiments to uncover the truth on the world's greatest myths and mysteries. Join Mystery Hunters for a wild ride around the world and into the unknown. E/I with target group teens 13-16
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<b>Other Matters (5 of 7)</b>		<b>Response</b>
Program Title		JACK HANNA'S INTO THE WILD
Origination		Syndicated
Days/Times Program Regularly Scheduled		SUN 7AM-730AM (10/2-12/25/2011)
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.	"Jack Hanna's Into The Wild" takes viewers on exciting journeys to learn about animals and the places they live. In addition to the educational aspect of the program, Jack brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conservation message to encourage the audience to take an active interest in preserving wildlife. Combining data-oriented scientific information with the concern of the conservation status of wildlife and the environment enforces the educational value and impact of the program. The program was regularly scheduled and aired between the hours of 7:00am and 10:00pm. The program is 30 minutes in length, and was identified as an educational and informational show, targeted to teens (13-16 year old), at the beginning of each broadcast and in listings provided to publishers of program guides.
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**Other Matters (6 of 7)**

**Response**

Program Title	THE REAL WINNING EDGE
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	SUN 8AM-830AM (10/2-12/25/2011)
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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.	The Real Winning Edge is a weekly half-hour E/I (13-16) series introducing viewers to some of the most incredibly talented young people in America. But it's more than a showcase for kids with exceptional talent and athleticism. It's about teenagers who've built character through their struggles with cancer or death of a loved one. It's about kids who have come face-to-face with drug abuse and peer pressure without losing their focus on their goal. Through interviews and profiles, these remarkable young people provide honest answers about how they dealt with adversity in their lives. Each half-hour program includes three segments featuring the personal stories of outstanding young people. The stories are introduced by an all-star team of high-profile, professional celebrities.
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**Other Matters (7 of 7)**

**Response**

Program Title	TEEN KIDS NEWS
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Origination	Network
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Days/Times Program Regularly Scheduled	SUN 830AM-9AM (10/2-12/25/2011)
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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.	Teen Kids News meets FCC requirements for "core children's programming" by producing each week educational features such as, "College and You" (tips for choosing and getting into college), and "Word," (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The Program stimulates the 13 - 16 year old's curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement of their academic and educational experience. More than 5,000 schools are using TKN as part of their school curriculum and affiliate stations have already contacted school systems in that regard. The full scripts are available to provide easy access for teachers to use in their classrooms.

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**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>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>Grant Media LLC</b></p>

## Attachments

No Attachments.