



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0009961889** | File Number: **CPR-122086** | Submit Date: **07/08/2011** | Call Sign: **WAVY-TV** | Facility ID: **71127** |

City: **PORTSMOUTH** | State: **VA**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:

**07/08/2011** | Filing Status: **Active**

Report reflects information for : **Second 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	NBC
	Nielsen DMA	Norfolk-Ports-Newport News
	Web Home Page Address	http://www.wavy.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	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(6)

Digital Core Program (1 of 6)	Response
Program Title	Kid Talk
Origination	Local
Days/Times Program Regularly Scheduled	Saturdays at 10:30 AM/April 2, 2011- June 25, 2011
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
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.	This is a station-produced talk show for young people in the Hampton Roads viewing area. A solution-based series that features local children and teens discussing every day problems, situations and issues that they may have to deal with in their lives. Supported by experts, the participating young people come up with solution(s) to the issues raised. Some of the issues covered in this quarter were bullies, being a latchkey kid, how to talk to parents and holidays. This program is regularly scheduled between the hours of 7:00 AM and 10:00 PM. The program is 30 minutes in length, and identified as an educational and informational show.
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	Kid Talk
List date and time rescheduled	June 4, 2011 at 12:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	

Episode #	June 4, 2011
Reason for Preemption	Sports

<b>Digital Core Program (2 of 6)</b>	<b>Response</b>
Program Title	Pets.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays at 10:30 AM/April 3, 2011 - June 26, 2011
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
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.	Pets.TV is a television program that provides educational and informational segments exposing the target audience of young viewers to everything pets. The upbeat contemporary presentation relates pets to their lives and interests. Pets from everyday to the unique are showcased with educational information that shares how they evolved to become pets and their geographic origins. Professionals share personal experiences of featured animals and/or related products. In these segments the excitement and love of working with pets is expressed. The motivational and inspirational message of each guest empowers audiences of all ages to pursue more information and education about everything pets. Each segment of Pets.TV delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives. This program is regularly scheduled between the hours of 7:00 AM and 10:00 PM. The program is 30 minutes in length, and identified as an educational and informational show.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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#### Digital Preemption Programs #1

Questions	Response
Title of Program	Pets.TV
List date and time rescheduled	June 5, 2011 at 2:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	June 5, 2011
Reason for Preemption	Sports

Digital Core Program (3 of 6) Response	
Program Title	Jack Hanna's Animal Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays at 11:30 AM/April 3, 2011 - June 26, 2011
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
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.	The National Education Association has endorsed this weekly series. Each "Animal Adventures" criss-crosses the globe bringing to young viewer's Jack's adventures to remote jungles, rain forests, seacoasts and national parks. Through these travels viewers, young and old alike, learn about the importance of insects, birds, mammals and reptiles to our ecological system and presents positive role models and pro-social values within an environmentally responsible universe. This program is regularly scheduled between the hours of 7:00 AM and 10:00 PM. The program is 30 minutes in length, and identified as an educational and informational show.
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	Jack Hanna's Animal Adventures
List date and time rescheduled	June 5, 2011 at 3:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	June 5, 2011
Reason for Preemption	Sports

Digital Core Program (4 of 6)	Response
Program Title	Magic School Bus
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 11:00AM/April 2, 2011 - June 25, 2011
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	4 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Magic School Bus is based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 4 to 9 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line. This program is regularly scheduled between the hours of 7:00 AM and 10:00 PM. The program is 30 minutes in length, and identified as an educational and informational show.
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	Magic School Bus
List date and time rescheduled	June 4, 2011 at 12:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	June 4, 2011
Reason for Preemption	Sports

Digital Core Program (5 of 6)	Response
Program Title	Pearlie
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 11 AM/April 3, 2011 - June 26, 2011

Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	4 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pearlie is an animated comedy series based on the children's book series Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 4-8 year old range, Pearlie focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, we see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order. This program is regularly scheduled between the hours of 7:00 AM and 10:00 PM. The program is 30 minutes in length, and identified as an educational and informational show.
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	Pearlie
List date and time rescheduled	June 5, 2011 at 3:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	

Episode #	June 5, 2011
Reason for Preemption	Sports
<b>Digital Core</b> <b>Program (6 of 6)</b>	
	<b>Response</b>
Program Title	Babar
Origination	Network
Days/Times Program Regularly Scheduled	Saturday at 11:30AM, April 2, 2011- June 25, 2011
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the books by Laurent de Brunhoff, "Babar" is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members. This program is regularly scheduled between the hours of 7:00 AM and 10:00 PM. The program is 30 minutes in length, and identified as an educational and informational show. Preemptions may occur in the forthcoming quarter.
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	Babar
List date and time rescheduled	June 11, 2011 at 12:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	June 4, 2011
Reason for Preemption	Sports

Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)		Response
Program Title	The American Athlete	
Origination	Syndicated	
Days/Times Program Regularly Scheduled:	Saturdays at 5 AM/April 2, 2011 - June 25, 2011	
Total times aired at regularly scheduled time:	13	
Number of Preemptions	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.	In this interview-formatted show, sports stars of extremely high reput in their respective fields are taken through their lives from childhood until their success. As the athletes share their trials and growing pains, children thirteen and up can particularly relate to these life experiences. The athlete's answers help to instill self-confidence, perseverance, discipline and the need to achieve similar goals in the young viewer's lives.	
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:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (2 of 2)		Response
Program Title	PETS.TV (secondary)	
Origination	Syndicated	
Days/Times Program Regularly Scheduled:	Sundays at 5 AM/April 3, 2011 - June 26, 2011	

Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pets.TV is a television program that provides educational and informational segments exposing the target audience of young viewers to everything pets. The upbeat contemporary presentation relates pets to their lives and interests. Pets from everyday to the unique are showcased with educational information that shares how they evolved to become pets and their geographic origins. Professionals share personal experiences of featured animals and/or related products. In these segments the excitement and love of working with pets is expressed. The motivational and inspirational message of each guest empowers audiences of all ages to pursue more information and education about everything pets. Each segment of Pets.TV delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives. The program is 30 minutes in length, and identified as an educational and informational show.
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:

Questions	Response
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	Gina Newton
Address	300 Wavy St.
City	Portsmouth
State	VA
Zip	23704
Telephone Number	757-396-6170
Email Address	gina.newton@wavy.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 licensee has reviewed internal station records and documentation provided to us by program suppliers for compliance with the FCC commercial limits in children programs (47 C.F.R. Section 73.670) and the licensee hereby certifies that the station fully complied with these limits for all programs specifically designed for children ages twelve (12) and under. In addition to the programs listed in this report, the station broadcast the following programs specifically designed for children ages twelve (12) and under: NONE

Other Matters (6)

Other Matters (1 of 6)	Response
Program Title	Kid Talk
Origination	Local
Days/Times Program Regularly Scheduled	Saturdays at 10:30 AM/July 2, 2011 - September 24, 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.	This is a station-produced talk show for young people in the Hampton Roads viewing area. A solution-based series that features local children and teens discussing every day problems, situations and issues that they may have to deal with in their lives. Supported by experts, the participating young people come up with solution(s) to the issues raised. Some of the issues covered in this quarter were bullies, being a latchkey kid, how to talk to parents and holidays. This program is regularly scheduled between the hours of 7:00 AM and 10:00 PM. The program is 30 minutes in length, and identified as an educational and informational show. Preemptions may occur in the forthcoming quarter.

Other Matters (2 of 6)	Response
Program Title	Magic School Bus
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 11 AM/July 2, 2011 - September 24, 2011
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 9 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Magic School Bus is based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 4 to 9 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line. This program is regularly scheduled between the hours of 7:00 AM and 10:00 PM. The program is 30 minutes in length, and identified as an educational and informational show. Preemptions may occur in the forthcoming quarter.
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Other Matters (3 of 6)	Response
Program Title	Babar
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 11:30 AM/July 2, 2011 - September 24, 2011
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the books by Laurent de Brunhoff, "Babar" is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members. This program is regularly scheduled between the hours of 7:00 AM and 10:00 PM. The program is 30 minutes in length, and identified as an educational and informational show. Preemptions may occur in the forthcoming quarter.

Other Matters (4 of 6)	Response
Program Title	Pets.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays at 10:30 AM/July 3, 2011 - September 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.	Pets.TV is a television program that provides educational and informational segments exposing the target audience of young viewers to everything pets. The upbeat contemporary presentation relates pets to their lives and interests. Pets from everyday to the unique are showcased with educational information that shares how they evolved to become pets and their geographic origins. Professionals share personal experiences of featured animals and/or related products. In these segments the excitement and love of working with pets is expressed. The motivational and inspirational message of each guest empowers audiences of all ages to pursue more information and education about everything pets. Each segment of Pets.TV delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives. This program is regularly scheduled between the hours of 7:00 AM and 10:00 PM. The program is 30 minutes in length, and identified as an educational and informational show. Preemptions may occur in the forthcoming quarter.

Other Matters (5 of 6)	Response
Program Title	Pearlie
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 11 AM/July 3, 2011 - September 25, 2011
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pearlie is an animated comedy series based on the children's book series Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 4-8 year old range, Pearlie focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, we see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order. This program is regularly scheduled between the hours of 7:00 AM and 10:00 PM. The program is 30 minutes in length, and identified as an educational and informational show. Preemptions may occur in the forthcoming quarter.
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Other Matters (6 of 6)	Response
Program Title	Jack Hanna's Animal Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays at 11:30 AM/July 3, 2011 - September 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.	The National Education Association has endorsed this weekly series. Each "Animal Adventures" criss-crosses the globe bringing to young viewer's Jack's adventures to remote jungles, rain forests, seacoasts and national parks. Through these travels viewers, young and old alike, learn about the importance of insects, birds, mammals and reptiles to our ecological system and presents positive role models and pro-social values within an environmentally responsible universe. Some of the topics covered in this quarter were great apes, bears, Australian wildlife, crocodiles and safaris. This program is regularly scheduled between the hours of 7:00 AM and 10:00 PM. The program is 30 minutes in length, and identified as an educational and informational show. Preemptions may occur in the forthcoming quarter.

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>WAVY Broadcasting, LLC</b></p>

**Attachments**

No Attachments.