



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0006551824** | File Number: **CPR-149575** | Submit Date: **01/08/2014** | Call Sign: **WMSN-TV** | Facility ID: **10221** |
City: **MADISON** | State: **WI**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
01/08/2014 | Filing Status: **Active**

Report reflects information for : Fourth Quarter of 2013

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	Madison
	Web Home Page Address	www.fox47.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	168.0
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:	3.0
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(11)

Digital Core Program (1 of 11)	Response
Program Title	On The Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday: 10/7-12/30/13, 730am
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 is hosted by comedian, Eric Schwartz, who randomly interviews people on the street about local and national curriculum focusing on questions about any of the following topics; geography, history, art, science, mathematics, culture, language, music and sports. The answers to the questions are addressed with video inserts, graphs and/or maps to provide viewers with a deeper understanding of the topic. This program aired on the station's main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 11)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday: 10/1-12/31/13, 730am
Total times aired at regularly scheduled time	14
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.	<p>The key objective of this program is to familiarize children with the animals of the North American continent, their interaction with other animals and their environment. Throughout the series emphasis is placed upon protecting endangered species and the impact that humans have while interacting in their environment. The goal of this program is for the viewer to achieve a greater understanding of nature and specific animal species with the aid of up close and detailed photography throughout the program. Through this understanding it is hoped that viewers will better relate to the natural environment as it exists in North America and learn to protect North America's animal species. This program aired on the station's main digital stream.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 11)	
	Response
Program Title	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday: 10/2-12/25/13, 730am
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 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 aired on the station's main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 11)		Response
Program Title	Animal Exploration with Jarod Miller	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Thursday: 10/3-12/26/13, 730am	
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.	Jarod Miller brings viewers up close with the most fascinating members of the animal kingdom. The mission of Animal Exploration is to inspire viewers to preserve the innate human instinct to explore. Each episode is designed to reveal to the viewers the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. Also, each episode features a "Did you know?" segment that shares information that viewers can use in their own backyards. This program aired on the station's main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 11)	
	Response
Program Title	Elizabeth Stanton's Great Big World
Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday: 10/4-12/27/13, 730am
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.	Elizabeth Stanton's Great Big World features areas of particular concern to young teens; including global, educational and wellness issues. Elizabeth and select celebrity friends travel around the world volunteering in areas of specific need. This series combines exciting, fun and diverse experiences of world exploration with life-changing volunteer opportunities. Various age-appropriate global issues are introduced to the viewing audience through in-depth and thoughtful interviews. In addition, Elizabeth and friends' personal hands-on experiences in the field both inspire teens to engage in selfless, helping behaviors and educate them on where and how to find volunteer opportunities. This program aired on the station's main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 11)	Response
Program Title	Teen Kids News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday: 10/5-12/28/13, 7am
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 features weekly educational segments 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 program 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 viewers' curiosity, develops their learning, cognitive, listening and thinking skills, and serves as an enhancement to their academic and educational experiences. This program aired on the station's main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 11)		Response
Program Title	Career Day	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturday, 10/5-12/28/13, 730am	
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 guides young people to potential career paths by featuring inspirational interviews with successful celebrities, entrepreneurs, business people, such as, world renowned brain surgeons to marine biologists who share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?" This program aired on the station's main digital stream.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (8 of 11)	Response
Program Title	Gina D's Kids Club
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 10/5-10/26/13, 7am
Total times aired at regularly scheduled time	4
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	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Gina D is a fun loving, positive role model who has the demeanor and appearance of a young teacher and is playful in her approach to her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include Simon, Miss Muffin the Cook, Mr. Pockets and Pierre. As the program takes on an interactive quality through questions and reactions from Gina to a multi-culturally diverse group of youngsters who are sometimes on and off camera, she attains and maintains the attention of young children to help further develop their self-image, social skills, math readiness, and reading readiness. Various themes throughout the program may include bike safety, not talking to strangers, and stopping at traffic lights. Through different scenarios and easily learned original songs, these lessons are imparted to the target audience. This program aired on the station's secondary digital stream, 47.3.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 11)	Response
Program Title	Ariel, Zoey & Eli, Too
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 10/5-12/28/13, 730am, 8am, Saturday: 11/2-12/28/13, 7am, 830am, 9am, 930am
Total times aired at regularly scheduled time	62
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.	<p>This program is a musical variety show that is driven by three siblings, and empowers children to accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who excel in their profession and have a positive message for kids. As hosts, these children entertain and inform their audience through song, dance, music and dialogue. This show supports and encourages respect for others, having integrity, following directions, putting forth your best effort and taking responsibility; which is a wonderful message for American youth. This program is an upbeat, diverse and entertaining series that will inform young people on a variety of subjects, while keeping their interest. This program aired on the station's secondary digital stream, 47.3.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 11)	Response
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Program Title	Mustard Pancakes
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 10/5-10/26/13, 830am, 9am
Total times aired at regularly scheduled time	8
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	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mustard Pancakes is a television program featuring the loveable and talented Courtney Campbell and her family of fun-loving friends which happen to include puppet pets. Courtney's thoughtful guidance helps her pets discover the world around them, grow emotionally and find solutions to their daily challenges. The program celebrates the joy of childhood through music and storytelling. The program is a nurturing environment where the characters support each others' growth and work together to overcome the day-to-day challenges all children face. This program aired on the station's secondary digital stream, 47.3.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 11)

Response

Program Title	Mouse In The House
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 10/5-10/26/13, 930am

Total times aired at regularly scheduled time	4
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	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is a science series that educates children about science concepts, introducing them to science and math by exploring fundamental principles such as gravity, pressure, kinetics and magnetism by conducting science experiments in an integrated and entertaining way. It is produced using a combination of 3D animation and live footage. The host, Max, is a 3D animated mouse which talks to the audience and the participants, explaining what the science concept and experiment is and how to perform it. The participants are junior high school children guided by a science facilitator. Together they perform the experiment instructed by Max the Mouse. The program also uses 3D animation to explain the steps and results of the experiment. This program aired on the station's secondary digital stream, 47.3.
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	Larry Forsgren
Address	7847 Big Sky Drive
City	Madison
State	WI
Zip	53719
Telephone Number	608.833.0047
Email Address	LLforgesgren@sbgvtv.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.	WMSN anchor, Michelle Carolla, spoke to a Journalism class at the University of Wisconsin on October 23rd. She talked about how she started her career, and her position at WMSN. She also worked with a class at Wingra School on December 13th. She went through the process with them on how to create a public service announcement. WMSN aired the following public service announcements geared towards children; Arbor Day Foundation, Wildlife Conservancy, Shelter Pets, Discover Forest, Animal Shelters, Bully Prevention, Junior Scientists, Kids Oral Health, Food Safety, and Just Play.

Other Matters (8)

Other Matters (1 of 8)	Response
Program Title	On The Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday: 1/6-3/31/14, 730am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is hosted by comedian, Eric Schwartz, who randomly interviews people on the street about local and national curriculum focusing on questions about any of the following topics; geography, history, art, science, mathematics, culture, language, music and sports. The answers to the questions are addressed with video inserts, graphs and/or maps to provide viewers with a deeper understanding of the topic. This program will air on the station's main digital stream.

Other Matters (2 of 8)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday: 1/7-3/25/14, 730am
Total times aired at regularly scheduled time	12
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 key objective of this program is to familiarize children with the animals of the North American continent, their interaction with other animals and their environment. Throughout the series emphasis is placed upon protecting endangered species and the impact that humans have while interacting in their environment. The goal of this program is for the viewer to achieve a greater understanding of nature and specific animal species with the aid of up close and detailed photography throughout the program. Through this understanding it is hoped that viewers will better relate to the natural environment as it exists in North America and learn to protect North America's animal species. This program will air on the station's main digital stream.

Other Matters (3 of 8)	Response
Program Title	Dragonfly TV

Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday: 1/1-3/26/14, 730am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	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 station's main digital stream.

Other Matters (4 of 8) Response

Program Title	Animal Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday: 1/2-3/27/14, 730am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Jarod Miller brings viewers up close with the most fascinating members of the animal kingdom. The mission of Animal Exploration is to inspire viewers to preserve the innate human instinct to explore. Each episode is designed to reveal to the viewers the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. Also, each episode features a "Did you know?" segment that shares information that viewers can use in their own backyards. This program will air on the station's main digital stream.

Other Matters (5 of 8) Response

Program Title	Elizabeth Stanton's Great Big World
Origination	Syndicated

Days/Times Program Regularly Scheduled	Friday: 1/3-3/28/14, 730am
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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.	Elizabeth Stanton's Great Big World features areas of particular concern to young teens; including global, educational and wellness issues. Elizabeth and select celebrity friends travel around the world volunteering in areas of specific need. This series combines exciting, fun and diverse experiences of world exploration with life-changing volunteer opportunities. Various age-appropriate global issues are introduced to the viewing audience through in-depth and thoughtful interviews. In addition, Elizabeth and friends' personal hands-on experiences in the field both inspire teens to engage in selfless, helping behaviors and educate them on where and how to find volunteer opportunities. This program will air on the station's main digital stream.
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Other Matters (6 of 8)	Response
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Program Title	Teen Kids News
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	Saturday: 1/4-3/29/14, 7am
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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.	Teen Kids News features weekly educational segments 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 program 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 viewers' curiosity, develops their learning, cognitive, listening and thinking skills, and serves as an enhancement to their academic and educational experiences. This program will air on the station's main digital stream.
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Other Matters (7 of 8)	Response
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Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday: 1/4-3/29/14, 730am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program guides young people to potential career paths by featuring inspirational interviews with successful celebrities, entrepreneurs, business people, such as, world renowned brain surgeons to marine biologists who share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?" This program will air on the station's main digital stream.

**Other Matters
(8 of 8)**

Response

Program Title	Ariel, Zoey & Eli, Too
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 1/4-3/29/14, 7am, 730am, 8am, 830am, 9am, 930am
Total times aired at regularly scheduled time	78
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 a musical variety show that is driven by three siblings, and empowers children to accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who excel in their profession and have a positive message for kids. As hosts, these children entertain and inform their audience through song, dance, music and dialogue. This show supports and encourages respect for others, having integrity, following directions, putting forth your best effort and taking responsibility; which is a wonderful message for American youth. This program is an upbeat, diverse and entertaining series that will inform young people on a variety of subjects, while keeping their interest. This program will air on the station's secondary digital stream, 47.3.

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>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>WMSN Licensee, LLC</p>

Attachments

No Attachments.