



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0021937883** | File Number: **CPR-128536** | Submit Date: **04/05/2012** | Call Sign: **WDBD** | Facility ID: **71326** | City: **JACKSON** | State: **MS**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/05/2012** | Filing Status: **Active**

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## Report reflects information for : First Quarter of 2012

### 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	Jackson MS
	Web Home Page Address	www.fox40tv.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:	4.0
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(8)**

Digital Core Program (1 of 8)	Response
Program Title	Pets.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00am channel 40.1
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.	<p>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 the animals to the viewer's 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 answer questions from pet lovers and share personal experiences. In these segments the excitement and love of working with pets is expressed. The motivational and inspirational message of each guest is entertaining and 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.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

<b>Digital Core Program (2 of 8)</b>	<b>Response</b>
Program Title	Jack Hanna's Animal Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:30am // 8:00am channel 40.1
Total times aired at regularly scheduled time	26
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, popular host of the hit television series, Jack Hanna's Animal Adventures, is one of America's most beloved naturalists and adventurers. Each week, Hanna takes millions of family viewers on exciting journeys to learn about animals and the places they live. What makes the series a success to a broad segment of viewers is Hanna's enthusiasm and wonderment with every new creature and experience he encounters. No intellectual pomp or indifference. Jack Hanna is "every person's" television zoologist.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (3 of 8)</b>	<b>Response</b>
Program Title	Awesome Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:30am channel 40.1
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.	Awesome Adventures is designed to educate, inform and entertain children 13 to 16 in a lesson about the world around them. Each journey is a lesson in the beauty of nature, its creatures, and the people who inhabit the land. The shows are not designed to be "preachy" or overly pedantic, but rather, the goal is to make the learning fun.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (4 of 8)</b>	
	<b>Response</b>
Program Title	The Real Winning Edge
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 11:00am channel 40.1
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 Real Winning Edge seeks to expose youth to other youth who have consistently made the behavioral choices that have helped them to have a greater sense of internal significance and acceptance, which results in a more self directed stable personality. They are more able to negotiate the "challenges" inherent in life. The youth who are chosen to be profiled on the series are chosen for their adoption of pro-social values and principles that have become the ethos of their behavior. Thus the characteristics demonstrated by the stories of these youth give rise to adherence to these sound choices that have given them "the real winning edge" in life, such as the following: discovering where their talents lie, and their pursuit of developing that "gift", developing an appreciation for honesty as a fundamental part of social responsibility to others. Youth interviews demonstrate a real sense of compassion and concern for other people no matter what the person's station in life might be. Developing a sense of self discipline by learning to balance school work with social activities, friends and developing their sense of mission and purpose in life. Developing a sense of internal acceptance that allows them to stand against activities that can hurt themselves as well as others, such as substance abuse, violence, promiscuous sex, etc. The Real Winning Edge promotes the values through these very engaging positive youth role models, who are introduced by celebrities in the same talent field as the youth. The celebrities reinforce the values by calling attention to these youths' qualities as they are exhibited in the program.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (5 of 8)</b>	<b>Response</b>
Program Title	On The Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 11:30am channel 40.1
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.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

<b>Digital Core Program (6 of 8)</b>	<b>Response</b>
Program Title	Edgemont High
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 12:00pm // 12:30pm channel 40.1
Total times aired at regularly scheduled time	26
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.	Edgemont High is a television series originally produced by Canada's public broadcaster, CBC, for teenage viewers. Each 30-minute episode portrays the everyday lives of students of the AC McKinley Secondary School in the fictitious suburban town of Edgemont. The series is designed to entertain its youth audience and also to inform and educate these viewers about issues that arise in school and at home. Storylines focus on the social and emotional challenges that every secondary school student faces, from forming and maintaining friendships and romantic attachments, to ethical and moral choices and family relationships. The programs illustrate the possible consequences of choices that these viewers may face, and these outcomes provide life lessons that are shown plainly to the teen audience. Edgemont further benefits its viewers by opening dialogue with peers and potentially also parents and educators regarding the topics portrayed in the series.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (7 of 8)</b>	<b>Response</b>
Program Title	Green Screen Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00am // 7:30am // 8:00am // 8:30am // Sunday 7:00am // 7:30am channel 40.2
Total times aired at regularly scheduled time	78
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.	Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age appropriate sketch comedy, original songs, puppetry, and story theater. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages in addition to academics skills, GSA focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (8 of 8)</b>	<b>Response</b>
Program Title	Mad About
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:00am // Saturday 9:30am channel 40.2
Total times aired at regularly scheduled time	26
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>Mad About clearly meets the goals of providing children and young teens with a television show that meets CORE requirements of the FCC as follows: I. Mad About provides CORE programming in the area of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness that tie to state and national education standards. Mad About explores being "green" and understanding how our actions impact the world. The Mad About team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. II. Mad About uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the Mad About cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills. III. The Mad About website that can be easily accessed by parents and educators providing a clear description of the program and types of topics covered. It will also provide a listing of the days and times shows are aired on broadcasting stations through the USA. Advanced notice of programming will also be available to parents and consumers by the website.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

**Non-Core  
Educational and  
Informational  
Programming (0)**

**Sponsored Core  
Programming (0)**

**Liaison Contact**

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	
Name of children's programming liaison	Donald Loy
Address	One Great Place
City	Jackson
State	MS
Zip	39209
Telephone Number	601 922 1234
Email Address	donloy@fox40tv.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 (8)**

<b>Other Matters (1 of 8)</b>	<b>Response</b>
Program Title	Pets.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00am channel 40.1
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 the animals to the viewer's 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 answer questions from pet lovers and share personal experiences. In these segments the excitement and love of working with pets is expressed. The motivational and inspirational message of each guest is entertaining and 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.

<b>Other Matters (2 of 8)</b>	<b>Response</b>
Program Title	Jack Hanna's Animal Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:30am // 8:00am channel 40.1
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.	Jack Hanna, popular host of the hit television series, Jack Hanna's Animal Adventures, is one of America's most beloved naturalists and adventurers. Each week, Hanna takes millions of family viewers on exciting journeys to learn about animals and the places they live. What makes the series a success to a broad segment of viewers is Hanna's enthusiasm and wonderment with every new creature and experience he encounters. No intellectual pomp or indifference. Jack Hanna is "every person's" television zoologist.



<b>Other Matters (3 of 8)</b>	<b>Response</b>
Program Title	Awesome Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:30am channel 40.1
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.	Awesome Adventures is designed to educate, inform and entertain children 13 to 16 in a lesson about the world around them. Each journey is a lesson in the beauty of nature, its creatures, and the people who inhabit the land. The shows are not designed to be "preachy" or overly pedantic, but rather, the goal is to make the learning fun.

<b>Other Matters (4 of 8)</b>	<b>Response</b>
Program Title	The Real Winning Edge
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 11:00am channel 40.1
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 seeks to expose youth to other youth who have consistently made the behavioral choices that have helped them to have a greater sense of internal significance and acceptance, which results in a more self directed stable personality. They are more able to negotiate the "challenges" inherent in life. The youth who are chosen to be profiled on the series are chosen for their adoption of pro-social values and principles that have become the ethos of their behavior. Thus the characteristics demonstrated by the stories of these youth give rise to adherence to these sound choices that have given them "the real winning edge" in life, such as the following: discovering where their talents lie, and their pursuit of developing that "gift", developing an appreciation for honesty as a fundamental part of social responsibility to others. Youth interviews demonstrate a real sense of compassion and concern for other people no matter what the person's station in life might be. Developing a sense of self discipline by learning to balance school work with social activities, friends and developing their sense of mission and purpose in life. Developing a sense of internal acceptance that allows them to stand against activities that can hurt themselves as well as others, such as substance abuse, violence, promiscuous sex, etc. The Real Winning Edge promotes the values through these very engaging positive youth role models, who are introduced by celebrities in the same talent field as the youth. The celebrities reinforce the values by calling attention to these youths' qualities as they are exhibited in the program.

<b>Other Matters (5 of 8)</b>	
	<b>Response</b>
Program Title	On The Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 11:30am channel 40.1
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.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.

<b>Other Matters (6 of 8)</b>	
	<b>Response</b>
Program Title	Edgemont High
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 12:00pm // 12:30pm channel 40.1
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.	Edgemont High is a television series originally produced by Canada's public broadcaster, CBC, for teenage viewers. Each 30-minute episode portrays the everyday lives of students of the AC McKinley Secondary School in the fictitious suburban town of Edgemont. The series is designed to entertain its youth audience and also to inform and educate these viewers about issues that arise in school and at home. Storylines focus on the social and emotional challenges that every secondary school student faces, from forming and maintaining friendships and romantic attachments, to ethical and moral choices and family relationships. The programs illustrate the possible consequences of choices that these viewers may face, and these outcomes provide life lessons that are shown plainly to the teen audience. Edgemont further benefits its viewers by opening dialogue with peers and potentially also parents and educators regarding the topics portrayed in the series.
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**Other Matters (7 of 8)**

**Response**

Program Title	Green Screen Adventures
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	Saturday 7:00am // 7:30am // 8:00am // 8:30am // Sunday 7:00am // 7:30am channel 40.2
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Total times aired at regularly scheduled time	78
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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.	Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age appropriate sketch comedy, original songs, puppetry, and story theater. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages in addition to academics skills, GSA focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.
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**Other Matters (8 of 8)**

**Response**

Program Title	Mad About
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	Saturday 9:00am // Saturday 9:30am channel 40.2
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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.	<p>Mad About clearly meets the goals of providing children and young teens with a television show that meets CORE requirements of the FCC as follows: I. Mad About provides CORE programming in the area of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness that tie to state and national education standards. Mad About explores being "green" and understanding how our actions impact the world. The Mad About team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. II. Mad About uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the Mad About cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills. III. The Mad About website that can be easily accessed by parents and educators providing a clear description of the program and types of topics covered. It will also provide a listing of the days and times shows are aired on broadcasting stations through the USA. Advanced notice of programming will also be available to parents and consumers by the website.</p>

**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>Jackson Broadcasting LLC</b></p>

## Attachments

No Attachments.