



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002710192** | File Number: **CPR-125724** | Submit Date: **01/03/2012** | Call Sign: **WLWK-CD** | Facility ID: **2711** |
City: **STURGEON BAY** | State: **WI**
Service: **Digital Class A** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **01/03/2012** |
Filing Status: **Active**

Report reflects information for : Fourth 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	Green Bay-Appleton
	Web Home Page Address	www.nbc26.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	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:	6.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core Programs(9)

Digital Core Program (1 of 9)	Response
Program Title	Turbo Dogs
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:00am
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.	Turbo Dogs features animated car races with the central character Dash. Dash teaches kids the values of fairplay and friendship. He has a solid good attitude and always takes the high road. He plays fair and lends a helping hand. He's even been know to push a friend over the finish line before himself.
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	Turbo Dogs
List date and time rescheduled	11/20/2011 at 9:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-11-19
Episode #	
Reason for Preemption	Sports

Digital Core Program (2 of 9)	Response
Program Title	Shelldon
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:30am
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.	This vibrant and amusing animated series follows the adventures of Shelldon, a Yoka Star Shell, and his lively sea-creature friends on their underwater exploits. Although Shell Land is a peaceful community, Shelldon continually finds himself in outlandish situations that require honesty, teamwork, ingenuity and caring for the environment. Throughout each hilarious caper, young viewers will learn about marine life while enhancing their awareness of the simple ways that we can all make the world a better and greener place.
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	Shelldon
List date and time rescheduled	11/20/2011 at 10:00am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-11-19
Episode #	
Reason for Preemption	Sports

Digital Core Program (3 of 9)	Response
Program Title	The Magic School Bus
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10:00am

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.	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.
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	The Magic School Bus
List date and time rescheduled	11/20/2011 at 10:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-11-19
Episode #	

Reason for Preemption	Sports
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Digital Core Program (4 of 9)	Response
Program Title	Babar
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10:30am
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.	BABAR is a young elephant who returns to the jungle where he builds the city of Celesteville and is crowned king of the elephants. A dedicated ruler and father, Babar and his family experience many challenges as they journey through life, and they learn to rise above them through strength and optimism.
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	11/26/2011 at 12:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-11-19
Episode #	
Reason for Preemption	Sports

Digital Core Program (5 of 9)	Response
Program Title	Willa's Wild Life
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 11:00am

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.	From the Creator of Oswald, Willa's Wild Life is an enchanting series about a little girl's unique home life that is sure to keep you in stitches and warm your heart. Willa's Wild Life follows the adventures of Willa, an unforgettable little girl who, like a young Lucy in I Love Lucy, finds herself in comic predicaments that only seem to escalate as she fumbles through solutions. But thanks to her loving and patient father, and her entire extended family of personality rich zoo animals, Willa manages to overcome her obstacles, learn a little something, and have a great time along the way.
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	Willa's Wild Life
List date and time rescheduled	11/26/2011 at 12:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-11-19
Episode #	
Reason for Preemption	Sports

Digital Core Program (6 of 9)		Response
Program Title		Pearlie
Origination		Network

Days/Times Program Regularly Scheduled	Saturday, 11:30am
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.	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.
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	11/26/2011 at 1:00pm
Is the rescheduled date the second home?	Yes

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-11-19
Episode #	
Reason for Preemption	Sports

Digital Core Program (7 of 9)	Response
Program Title	Green Screen Adventures (Digital Muticast Channel 26.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday & Sunday, 7:00am, 7:30am, 8:00am & 8:30am
Total times aired at regularly scheduled time	104
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	7 years to 13 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 ageappropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementarys chool students,a ges7 -13, children get the messaget hat 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 messagesl.n addition to academics kills, GSA focuseso n the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (8 of 9)	Response
Program Title	Mad About (Digital Multicast Channel 26.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:00am & 9:30am
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.	M@dAbout... 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. M@dAbout... explores being "green" and understanding how our actions impact the world. The M@dAbout... 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. M@dAbout... 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 M@dAbout... cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (9 of 9)	Response
Program Title	Edgemont (Digital Multicast Channel 26.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 9:00am & 9:30am
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 is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way.
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	Warren Glover
Address	1391 North Road
City	Green Bay
State	WI
Zip	54313
Telephone Number	920-490-2618
Email Address	wglover@nbc26.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.	In response to Question 7(c), due to the DTV transition, the station did not broadcast any analog programming during the period covered by this report. Therefore, the analog portion of this document no longer applies to the station.

Other Matters (9)

Other Matters (1 of 9)		Response
Program Title	Turbo Dogs	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday, 9:00am	
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.	Turbo Dogs features animated car races with the central character Dash. Dash teaches kids the values of fairplay and friendship. He has a solid good attitude and always takes the high road. He plays fair and lends a helping hand. He's even been know to push a friend over the finish line before himself.	

Other Matters (2 of 9)		Response
Program Title	Shelldon	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday, 9:30am	
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.	This vibrant and amusing animated series follows the adventures of Shelldon, a Yoka Star Shell, and his lively sea-creature friends on their underwater exploits. Although Shell Land is a peaceful community, Shelldon continually finds himself in outlandish situations that require honesty, teamwork, ingenuity and caring for the environment. Throughout each hilarious caper, young viewers will learn about marine life while enhancing their awareness of the simple ways that we can all make the world a better and greener place.	

Other Matters (3 of 9)		Response
Program Title	The Magic School Bus	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday, 10:00am	

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.	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.

Other Matters (4 of 9)	Response
Program Title	Babar
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10:30am
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.	BABAR is a young elephant who returns to the jungle where he builds the city of Celesteville and is crowned king of the elephants. A dedicated ruler and father, Babar and his family experience many challenges as they journey through life, and they learn to rise above them through strength and optimism.

Other Matters (5 of 9)	Response
Program Title	Willa's Wild Life
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 11:00
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.	From the Creator of Oswald, Willa's Wild Life is an enchanting series about a little girl's unique home life that is sure to keep you in stitches and warm your heart. Willa's Wild Life follows the adventures of Willa, an unforgettable little girl who, like a young Lucy in I Love Lucy, finds herself in comic predicaments that only seem to escalate as she fumbles through solutions. But thanks to her loving and patient father, and her entire extended family of personality rich zoo animals, Willa manages to overcome her obstacles, learn a little something, and have a great time along the way.
Other Matters (6 of 9)	
Program Title	Pearlie
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 11:30am
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.
Other Matters (7 of 9)	
Program Title	Green Screen Adventures (Digital Muticast Channel 26.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday & Sunday, 7:00am, 7:30am, 8:00am & 8:30am

Total times aired at regularly scheduled time	104
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 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 ageappropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementarys chool students,a ges7 -13, children get the messaget hat 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 messagesl.n addition to academics kills, GSA focuseso n the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.

Other Matters (8 of 9)	Response
Program Title	Mad About (Digital Multicast Channel 26.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:00am & 9:30am
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.	M@dAbout... 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. M@dAbout... explores being "green" and understanding how our actions impact the world. The M@dAbout... 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. M@dAbout... 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 M@dAbout... cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills.

Other Matters (9 of 9)	Response
Program Title	Edgemont (Digital Multicast Channel 26.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 9:00am & 9:30am
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 is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way.

Certification

Question	Response
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. FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID 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. 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).	
I certify that this application includes all required and relevant attachments.	
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	Journal Broadcast Group, Inc.

Attachments

No Attachments.