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Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-176944** | Submit Date: **01/06/2016** | Call Sign: **WMBF-TV** | Facility ID: **83969** |

City: **MYRTLE BEACH** | State: **SC**

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

01/06/2016 | Filing Status: **Active**

Report reflects information for : Fourth Quarter of 2015

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	Florence-Myrtle Beach
	Web Home Page Address	www.wmbfnews.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	336.0
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(14)

Digital Core Program (1 of 14)	Response
Program Title	Ruff Ruff, Tweet and Dave; Channel 32.1 (WMBF PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10 AM (10/3/15-12/26/15)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ruff Ruff, Tweet, and Dave [RRTD] is a preschool adventure/activity show where the lead characters travel to faraway lands to have adventures with their guide, a hamster named Hatty. Ruff Ruff, the dog, is the most playful of the three; Tweet is a little bird who loves to fly and get creative with her suggestions; and Dave the Panda has a thing for bananas. RRTD might go to the beach, or the mountains, or to strange lands with pillows everywhere; just the sort of place where imagination and logic come together. The settings are always brightly colored and beautiful. And their transport vehicles are Roly-pods, artful go-carts that fit on a spiral ramp that folds in and out of the Spin-Again, a colorful round spinning top with special compartments designed to anchor each vehicle right on the outside rim during the journey.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 14)	Response
Program Title	Astroblast; Channel 32.1 (WMBF PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM (10/3/15-12/26/15)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Astroblast is the space station and home of six animal characters in Bob Colar's book series of the same name. The space station is managed by an over-confident and exuberant commander, Comet the dog. The crew includes, Sputnik the pig, a very knowledgeable reader; Haley, a rabbit, an athlete and Comet's true peer; Radar, the monkey, who is somewhat self-involved; Jet, a silent alligator whose gestures and expressions are his mode of communication, and Sal, a congenial three-eyed octopus who runs the counter in the space station cafe, the Smoothie Shack. While the space station supports the missions of a bizarre and diverse array of aliens, the Smoothie Shack is the hub of social interaction for the galaxy. There is always something happening at Astroblast and everyone on the crew has plenty to learn to keep the community happy and on an even keel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 14)	Response
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Program Title	Clangers; Channel 32.1 (WMBF PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:00 AM (10/3/15-12/26/15)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Clangers is a beloved British series that was originally conceived by Oliver Postgate in 1969 and has been reconceived and invigorated by his son, Daniel Postgate. The show features the Clanger family, small mouse-like creatures that live on Clanger Planet far away from Earth. The members of the family are presented with many unusual challenges that become the center of a dilemma that must be resolved within each episode. Strange visitors arrive out of nowhere and the Clangers have to figure out who and why they are on Clanger Planet. Sometimes they need to help or rescue someone who has become lost on the planet. Other times, they are trying to understand outer space; meteors and comets and eclipses of the sun or moon. Each member of the family has a forte', from playing music to knitting or gardening or inventing equipment that comes in handy for some of the problem solving that takes place.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

**Digital Core
Program (4 of 14) Response**

Program Title	Earth To Luna; Channel 32.1 (WMBF PRIMARY)
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM (10/3/15-12/26/15)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Earth to Luna is a series that stars big sister Luna and her little brother, Jupiter. Luna teaches her brother through play and adventure that typically takes place in their backyard. Science and experimentation are Luna's forte but fun and music are always on the menu of activities. Often the music provides compelling details about the scientific findings. Luna's friends, Alice and Tom, often join the kids. Clyde, her pet ferret is ever-present and provides lots of comedic action. And Luna's parents are there to praise the children's accomplishments which they reveal through a little vignette at the end of the story.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 14)	
	Response
Program Title	Lazytown; Channel 32.1 (WMBF PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12 PM (10/3/15-12/26/15)
Total times aired at regularly scheduled time	11

Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Lazy Town is a show featuring the importance of health, fitness, and being good friends. Set in a fantasy world known as Lazy Town, which is populated by inactive residents, we meet a visitor named Stephanie who is determined to coax her friends and relatives into adopting a healthful, active life style. She wins over her new friends, Ziggy, Stingy, Trixie and Pixel, convincing them to leave their gaming consoles and candy stashes at home so they can go outside and play. She persuades her uncle, Mayor Milford Meanswell, and his friend Ms. Busy Body to support her efforts. Robbie Rotten, who lives underground, and is determined to return Lazy Town to its former state of inactivity and quiet, constantly foils the characters' efforts. The athlete Sportacus lives in a zeppelin-like aircraft and receives signals from the kids or the Mayor whenever they need help. He frequently comes to their rescue. Sportacus has two goals, to keep the peace and to promote healthful, positive living. When Robbie Rotten is discovered and contained through comic pratfalls, he returns to his underground lair and all is well in Lazy Town, until another day and another time when Robbie will rise again.
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	Lazytown; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	10/10/15 @ 9 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-10-10
Episode #	10/10/15 LZT118
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Lazytown; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	10/31/15 @ 9 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-10-31
Episode #	10/31/15 LZT124
Reason for Preemption	Sports

Digital Core Program (6 of 14)	Response
Program Title	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:30 PM (10/3/15-12/26/15)
Total times aired at regularly scheduled time	1
Total times aired	13
Number of Preemptions	12
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	12
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Tree Fu Tom focuses on the amazing adventures of a young boy called Tom who, with the power of 'Big World' magic that depends upon specific movements, can transform into a tiny but mighty magical super hero who travels to the wondrous enchanted kingdom of Treetopolis. During each program Tom calls upon the audience to follow his moves and send him the "Big World" magic he needs to solve the problem he and his friends are facing. These friends include Ariella, a butterfly who is also a rancher and has rope lassoing skills; Twigs, an acorn sprite who folds himself into an acorn when he's frightened; Squirmturn, a pill bug who looks like a large and imposing coal miner but is often timid and fearful; and Zigzoo, a green tree frog who is the resident genius inventor. In each episode there are action adventure sequences that are key to resolving the challenge of the day.
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	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	12/19/15 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-12-19
Episode #	12/19/15 TFT218
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	12/26/15 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-12-26
Episode #	12/26/15 TFT219
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
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Title of Program	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	11/7/15 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-11-07
Episode #	11/7/15 TFT211
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	10/3/15 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-10-03
Episode #	10/3/15 TFT203
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	10/17/15 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-10-17
Episode #	10/17/15 TFT206
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	12/12/15 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	2015-12-12
Episode #	12/12/15 TFT217
Reason for Preemption	Sports

Digital Preemption Programs #7

Questions	Response
Title of Program	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	10/24/15 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-10-24
Episode #	10/24/15 TFT208
Reason for Preemption	Sports

Digital Preemption Programs #8

Questions	Response
Title of Program	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	10/31/15 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-10-31
Episode #	10/31/15 TFT209
Reason for Preemption	Sports

Digital Preemption Programs #9

Questions	Response
Title of Program	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	10/10/15 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-10-10
Episode #	10/10/15 TFT204
Reason for Preemption	Sports

Digital Preemption Programs #10

Questions	Response
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Title of Program	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	11/21/15 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-11-21
Episode #	11/21/15 TFT214
Reason for Preemption	Sports

Digital Preemption Programs #11

Questions	Response
Title of Program	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	11/28/15 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-11-28
Episode #	11/28/15 TFT215
Reason for Preemption	Sports

Digital Preemption Programs #12

Questions	Response
Title of Program	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	12/5/15 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-12-05
Episode #	12/5/15 TFT216
Reason for Preemption	Sports

Digital Core Program (7 of 14)	Response
Program Title	Awesome Adventures; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10 AM & 11:30 AM (10/3/15-12/26/15)
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.	This series explores the genesis and reasons behind cultural events that permeate our everyday lives. Host Nzinga Blake opens each week with a list of what's trending on the web that week, which serves as a jumping-off point for a deep-dive into the culture that shapes us. The Web is just the starting point for Nzinga in her quest for knowledge. "Culture Click" is a highly interactive journey that evokes curiosity about our world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 14)	
	Response
Program Title	Live Life and Win!; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM (10/3/15-12/26/15)
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.	Inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. The goals of the series are to encourage the 13- to 16-year-old audience to: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore ways one can "give back" to the community and act as an agent of change; and (4) gain knowledge about life skills necessary to "Live Life and Win."
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 14)		Response
Program Title		Animal Atlas; Channel 32.2 (BOUNCE)
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays @ 11 AM (10/3/15-12/26/15)
Total times aired at regularly scheduled time		13
Total times aired		13
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		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.	A program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 14)		Response
Program Title		Live Life and Win!; Channel 32.2 (BOUNCE)
Origination		Network
Days/Times Program Regularly Scheduled		Sundays @ 10 AM (10/4/15-12/27/15)
Total times aired at regularly scheduled time		13
Total times aired		13
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		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.	Inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. The goals of the series are to encourage the 13- to 16-year-old audience to: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore ways one can "give back" to the community and act as an agent of change; and (4) gain knowledge about life skills necessary to "Live Life and Win."
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 14)	
	Response
Program Title	Real Winning Edge; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10:30 AM (10/4/15-12/27/15)
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 is a weekly half-hour television series that meets the educational and informational objectives of the FCC's Children's Programming requirements for children ages 13-16. The program highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges. Recognizing that 13 to 16-year-olds are likely to be influenced by celebrities, the series features role models from the professional sports and the entertainment industries. Each episode is engaging, entertaining and educational in structure, presenting a powerful and positive message.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (12 of 14)	Response
Program Title	Wild About Animals; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10 & 10:30 AM (10/4/15-12/27/15)
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.	Wild About Animals is a reality science series that is produced for children in the 13-16 age group, and is designed to educate, inform and entertain those viewers. This program fulfills its purpose by providing a high level of educational value. The structure of each show consists of four (4) different segments/stories which make for a varied, fast paced program. Through the use of dramatic, stunning footage combined with an engaging and entertaining narrative, the show creates a general tone that is particularly effective in connecting to the target audience. The level of detail in each show is also appropriate and the segments move quickly from one topic to the next. The host, Mariette Hartley who is an animal rights activist and Emmy award winning actress, creates a bond with the viewer through her pleasing delivery. Coupled with a very conversational style is the MTV shooting style. The program open is visually engaging, featuring scenes of animals in their habitats in the form of a teaser for the audience.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (13 of 14)	
	Response
Program Title	Awesome Adventures; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 11 & 11:30 AM (10/4/15-12/27/15)
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.	Awesome Adventures follow the presenter and a group of teenagers to destinations all over the world. During their stay in the designated area, the group explores the environment and learns about different cultures, customs and nature. This program is fast paced, and provides information which encompasses many aspects of the location. It is produced in a contemporary style, and features both historical and cultural information, in addition to an action adventure. The introduction about the specific food, music, geography, history and environmental issues as well as popular recreational activities of the locale, make for a most entertaining program.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 14)	Response
Program Title	Whaddyado; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 12 & 12:30 PM (10/4/15-12/27/15)
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.	What makes WHADDYADO such a valuable resource for teenagers 13-16 years old is that it exposes them to real life situations. The reenactments give the audience the opportunity to develop important life saving skills. By exposing the audience to perilous situations that have actually occurred, then, using interviews with the participants, and instructions from experts, teenagers are shown what the proper reaction should be when faced with similar life-threatening circumstances this show is perfectly positioned to educate its audience. Because research demonstrates that teenagers learn best from children their own age, this show is uniquely designed to get its lessons through to teenagers. It is likely that in addition to learning the life saving lessons contained in each episode, the show will also work to minimize a viewer's belief in their immortality, a priceless lesson for all teenagers.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (1)

Non-Core Educational and Informational Programming (1 of 1)	Response
Program Title	Zoo Clues; WMBF Primary Channel 32.1
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays @ 5 AM (10/3/15-12/26/15)
Total times aired at regularly scheduled time:	13
Number of Preemptions	
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 series Zoo Clues will keep viewers engaged with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics.
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
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**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	Jessica Blazer
Address	918 Frontage Road East
City	Myrtle Beach
State	SC
Zip	29577
Telephone Number	843-839-7914
Email Address	jblazer@wmbfnews.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.	Due to NBC changing their E/I programs in February 2016, there are repeat program listings in "Other Matters" to reflect changes in air time.As of 12/31/15, we no longer air THIS-TV on our 32.3 channel as we picked up GRIT for 32.3.

Other Matters (21)

Other Matters (1 of 21)	Response
Program Title	Nina's World; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:00 AM (1/2/16-1/30/16)
Total times aired at regularly scheduled time	5
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Nina's World is an animated series about the childhood adventures of The Good Night Show's Nina. The show celebrates multiculturalism and family in Nina's close-knit household, where she's cared for by her parents and her grandmother and elements of their Latino heritage are prominent. Dialogue includes English, Spanish, and even some American Sign Language. Children learn about solving problems, embracing new experiences, and forging strong relationships that cross cultural boundaries.

Other Matters (2 of 21)	Response
Program Title	Ruff Ruff Tweet & Dave; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM (1/2/16-1/30/16)
Total times aired at regularly scheduled time	5
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ruff Ruff, Tweet, and Dave [RRTD] is a preschool adventure/activity show where the lead characters travel to faraway lands to have adventures with their guide, a hamster named Hatty. Ruff Ruff, the dog, is the most playful of the three; Tweet is a little bird who loves to fly and get creative with her suggestions; and Dave the Panda has a thing for bananas. RRTD might go to the beach, or the mountains, or to strange lands with pillows everywhere; just the sort of place where imagination and logic come together. The settings are always brightly colored and beautiful. And their transport vehicles are Roly-pods, artful go-carts that fit on a spiral ramp that folds in and out of the Spin-Again, a colorful round spinning top with special compartments designed to anchor each vehicle right on the outside rim during the journey.

Other Matters (3 of 21)	Response
Program Title	Atroblast; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:00 AM (1/2/16-1/30/16)
Total times aired at regularly scheduled time	5
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Astroblast is the space station and home of six animal characters in Bob Colar's book series of the same name. The space station is managed by an over-confident and exuberant commander, Comet the dog. The crew includes, Sputnik the pig, a very knowledgeable reader; Haley, a rabbit, an athlete and Comet's true peer; Radar, the monkey, who is somewhat self-involved; Jet, a silent alligator whose gestures and expressions are his mode of communication, and Sal, a congenial three-eyed octopus who runs the counter in the space station cafe, the Smoothie Shack. While the space station supports the missions of a bizarre and diverse array of aliens, the Smoothie Shack is the hub of social interaction for the galaxy. There is always something happening at Astroblast and everyone on the crew has plenty to learn to keep the community happy and on an even keel.

Other Matters (4 of 21)	Response
Program Title	Clangers; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM (1/2/16-1/30/16)
Total times aired at regularly scheduled time	5
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Clangers is a beloved British series that was originally conceived by Oliver Postgate in 1969 and has been reconceived and invigorated by his son, Daniel Postgate. The show features the Clanger family, small mouse-like creatures that live on Clanger Planet far away from Earth. The members of the family are presented with many unusual challenges that become the center of a dilemma that must be resolved within each episode. Strange visitors arrive out of nowhere and the Clangers have to figure out who and why they are on Clanger Planet. Sometimes they need to help or rescue someone who has become lost on the planet. Other times, they are trying to understand outer space; meteors and comets and eclipses of the sun or moon. Each member of the family has a forte', from playing music to knitting or gardening or inventing equipment that comes in handy for some of the problem solving that takes place.
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Other Matters (5 of 21)	Response
Program Title	Earth To Luna; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:00 PM (1/2/16-1/30/16)
Total times aired at regularly scheduled time	5
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Earth to Luna is a series that stars big sister Luna and her little brother, Jupiter. Luna teaches her brother through play and adventure that typically takes place in their backyard. Science and experimentation are Luna's forte but fun and music are always on the on the menu of activities. Often the music provides compelling details about the scientific findings. Luna's friends, Alice and Tom, often join the kids. Clyde, her pet ferret is ever-present and provides lots of comedic action. And Luna's parents are there to praise the children's accomplishments which they reveal through a little vignette at the end of the story.

Other Matters (6 of 21)	Response
Program Title	Lazytown; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:30 PM (1/2/16-3/26/16)
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Lazy Town is a show featuring the importance of health, fitness, and being good friends. Set in a fantasy world known as Lazy Town, which is populated by inactive residents, we meet a visitor named Stephanie who is determined to coax her friends and relatives into adopting a healthful, active life style. She wins over her new friends, Ziggy, Stingy, Trixie and Pixel, convincing them to leave their gaming consoles and candy stashes at home so they can go outside and play. She persuades her uncle, Mayor Milford Meanswell, and his friend Ms. Busy Body to support her efforts. Robbie Rotten, who lives underground, and is determined to return Lazy Town to its former state of inactivity and quiet, constantly foils the characters' efforts. The athlete Sportacus lives in a zeppelin-like aircraft and receives signals from the kids or the Mayor whenever they need help. He frequently comes to their rescue. Sportacus has two goals, to keep the peace and to promote healthful, positive living. When Robbie Rotten is discovered and contained through comic pratfalls, he returns to his underground lair and all is well in Lazy Town, until another day and another time when Robbie will rise again.

Other Matters (7 of 21)	Response
Program Title	Floogals; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:00 AM (2/6/16-3/26/16)
Total times aired at regularly scheduled time	8
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Floogals follows the wild and comedic adventures of three diminutive and curious aliens from Planet Floog that land on Earth, take up residence in a suburban home and embark on daily mission "Projects", exploring things that fascinate them like bubble baths, birthday cakes and garden hoses. It is these "Projects", through processes of questioning, predicting, observing and experimenting, that the Floogal are able to learn more about the new world around them and report back to the Council on Planet Floog to earn their very special stickers! Through their journey, children learn how to confront and conquer everyday problems, gaining a greater appreciation and understanding of the uniqueness of the world around them.

Other Matters (8 of 21)	Response
Program Title	Nina's World; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM (2/6/16-3/26/16)
Total times aired at regularly scheduled time	8

Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Nina's World is an animated series about the childhood adventures of The Good Night Show's Nina. The show celebrates multiculturalism and family in Nina's close-knit household, where she's cared for by her parents and her grandmother and elements of their Latino heritage are prominent. Dialogue includes English, Spanish, and even some American Sign Language. Children learn about solving problems, embracing new experiences, and forging strong relationships that cross cultural boundaries.

Other Matters (9 of 21)	Response
Program Title	Ruff Ruff Tweet & Dave; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11 AM (2/6/16-3/26/16)
Total times aired at regularly scheduled time	8
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ruff Ruff, Tweet, and Dave [RRTD] is a preschool adventure/activity show where the lead characters travel to faraway lands to have adventures with their guide, a hamster named Hatty. Ruff Ruff, the dog, is the most playful of the three; Tweet is a little bird who loves to fly and get creative with her suggestions; and Dave the Panda has a thing for bananas. RRTD might go to the beach, or the mountains, or to strange lands with pillows everywhere; just the sort of place where imagination and logic come together. The settings are always brightly colored and beautiful. And their transport vehicles are Roly-pods, artful go-carts that fit on a spiral ramp that folds in and out of the Spin-Again, a colorful round spinning top with special compartments designed to anchor each vehicle right on the outside rim during the journey.
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Other Matters (10 of 21)	Response
Program Title	Atroblast; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM (2/6/16-3/26/16)

Total times aired at regularly scheduled time	8
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Astroblast is the space station and home of six animal characters in Bob Colar's book series of the same name. The space station is managed by an over-confident and exuberant commander, Comet the dog. The crew includes, Sputnik the pig, a very knowledgeable reader; Haley, a rabbit, an athlete and Comet's true peer; Radar, the monkey, who is somewhat self-involved; Jet, a silent alligator whose gestures and expressions are his mode of communication, and Sal, a congenial three-eyed octopus who runs the counter in the space station cafe, the Smoothie Shack. While the space station supports the missions of a bizarre and diverse array of aliens, the Smoothie Shack is the hub of social interaction for the galaxy. There is always something happening at Astroblast and everyone on the crew has plenty to learn to keep the community happy and on an even keel.

Other Matters (11 of 21)	Response
Program Title	Clangers; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12 PM (2/6/16-3/26/16)
Total times aired at regularly scheduled time	8
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Clangers is a beloved British series that was originally conceived by Oliver Postgate in 1969 and has been reconceived and invigorated by his son, Daniel Postgate. The show features the Clanger family, small mouse-like creatures that live on Clanger Planet far away from Earth. The members of the family are presented with many unusual challenges that become the center of a dilemma that must be resolved within each episode. Strange visitors arrive out of nowhere and the Clangers have to figure out who and why they are on Clanger Planet. Sometimes they need to help or rescue someone who has become lost on the planet. Other times, they are trying to understand outer space; meteors and comets and eclipses of the sun or moon. Each member of the family has a forte', from playing music to knitting or gardening or inventing equipment that comes in handy for some of the problem solving that takes place.

Other Matters (12 of 21)		Response
Program Title	Awesome Adventures; Channel 32.2 (BOUNCE)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays @ 10 AM & 11:30 AM (1/2/16-3/26/16)	
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.	Awesome Adventures follow the presenter and a group of teenagers to destinations all over the world. During their stay in the designated area, the group explores the environment and learns about different cultures, customs and nature. This program is fast paced, and provides information which encompasses many aspects of the location. It is produced in a contemporary style, and features both historical and cultural information, in addition to an action adventure. The introduction about the specific food, music, geography, history and environmental issues as well as popular recreational activities of the locale, make for a most entertaining program.	
Other Matters (13 of 21)		Response
Program Title	Live Life and Win!; Channel 32.2 (BOUNCE)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM (1/2/16-3/26/16)	
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.	Inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. The goals of the series are to encourage the 13- to 16-year-old audience to: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore ways one can "give back" to the community and act as an agent of change; and (4) gain knowledge about life skills necessary to "Live Life and Win."	

Other Matters (14 of 21)		Response
Program Title	Animal Atlas; Channel 32.2 (BOUNCE)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays @ 11 AM (1/2/16-3/26/16)	
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.	A program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.	

Other Matters (15 of 21)		Response
Program Title	Live Life and Win!; Channel 32.2 (BOUNCE)	
Origination	Network	
Days/Times Program Regularly Scheduled	Sundays @ 10 AM (1/3/16-3/27/16)	
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.	Inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. The goals of the series are to encourage the 13- to 16-year-old audience to: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore ways one can "give back" to the community and act as an agent of change; and (4) gain knowledge about life skills necessary to "Live Life and Win."
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Other Matters (16 of 21)	Response
Program Title	Real Winning Edge; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10:30 AM (1/3/16-3/27/16)
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 is a weekly half-hour television series that meets the educational and informational objectives of the FCC's Children's Programming requirements for children ages 13-16. The program highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges. Recognizing that 13 to 16-year-olds are likely to be influenced by celebrities, the series features role models from the professional sports and the entertainment industries. Each episode is engaging, entertaining and educational in structure, presenting a powerful and positive message.

Other Matters (17 of 21)	Response
Program Title	Future Phenoms; Channel 32.3 (GRIT)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10 AM & 12:30 PM (1/2/16-3/26/16)
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.	Future Phenoms is an educational and informational program that encourages youth in several aspects of life. As families watch this show, the featured students and their stories of overcoming adversity resonate within students and parents alike. Students are challenged to overcome their personal adversities in life and find an outlet to pursue their dreams, while parents find that their position in their child's life is to encourage their dreams. By watching Future Phenoms, students have a stronger desire to participate in extracurricular activities. Essential to the educational process, parents see how extracurricular activities can give their children the confidence to pursue knowledge, pursue a healthy, active lifestyle, and pursue their dreams, despite the difficulties that life brings.
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Other Matters (18 of 21)	Response
Program Title	On The Spot; Channel 32.3 (GRIT)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM (1/2/16-3/26/16)
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 an educational and informative half-hour, E/I program that takes viewers on a lightning fast game of entertaining trivia. Each episode delivers endless amounts of meaningful information as the show tackles some of the most mind-blowing questions: Can a cow have an accent? Who got the world's longest standing ovation? As a kid, did Napoleon hate France? Questions are linked with eye-catching visuals, giving viewers a chance to guess the right answers. The goal of the series is to provide young viewers with an information-based program that broadens their knowledge of a wide range of educational topics.

Other Matters (19 of 21)	Response
Program Title	Living Greener; Channel 32.3 (GRIT)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11 AM (1/2/16-3/26/16)
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.	Living Greener is educational, informative and entertaining, while providing teen viewers with specific examples of showing how people from various places are trying to live greener. The series features stories on the environment and explores solutions to making planet earth greener. Stories range from how solar power is helping African villagers to using hydrogen cars to monitoring greenhouse gases. The series expands a teenager viewers knowledge of the environment and how other people around the world are dealing with such issues as pollution and other environmental problems. At the same time, the series examines current and future eco-friendly ideas and practices.
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Other Matters (20 of 21)	Response
Program Title	Uncaged: Channel 32.3 (GRIT)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM (1/2/16-3/26/16)
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.	Uncaged explores all types of wild animals in their own environment and how they survive-from whales to orangutans, to turtles, penguins and many more animals. Teenage viewers learn about the living habits of these various critters and why some may be on their way to extinction. Each episode provides detailed explanations of the different animal species and helps viewers understand their daily lives. The series is educational, informative and entertaining, while providing unique up-close televised visits of wild and exotic creatures and teaching viewers all about life in the animal kingdom.

Other Matters (21 of 21)	Response
Program Title	Ocean Mysteries; Channel 32.3 (GRIT)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12 PM (1/2/16-3/26/16)
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.	Ocean Mysteries offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience. The series sets a positive example to viewers in regard to how to observe, study and care for the world in which we live and how to approach the world inquisitively and responsibly.

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>WMBF License Subsidiary, LLC</p>

Attachments

No Attachments.