



MEMORANDUM

To: General Managers, Program Directors, Promotion Managers

From: Shawna Beckham

cc: Elizabeth Tumulty

Date: July 1, 2011

Subject: 2nd Quarter 2011:
CW Television Network Children's Programming -Commercial Information

The CW Television Network Children's Programming

Attached is a list of 2nd Quarter 2011 CW Children's Programming for your public files.

Statement

This statement is designed to furnish you with additional information concerning the commercial matter contained in the network's children's programs, and to enable you to more easily comply with the requirements of the Children's Television Act of 1990.

The following is a list of all CW Television Network programs which were produced and broadcast with the intention of primarily reaching an audience of children twelve years old and younger that were scheduled for broadcast during the second quarter of 2011. Each of these programs were formatted to allow for no more than 10.5 minutes of commercial time per hour on weekends. The actual number of network commercial minutes were included in the network traffic reports for the second quarter of 2011, which each affiliated station has received heretofore.

2ND QUARTER 2011 – CW CHILDREN'S PROGRAMMING

1. Program: MAGI-NATION
Rating: TV Y (E/I)
Length: 30 minutes

2. Program: SONIC X
Rating: TV Y7 FV
Length: 30 minutes

3. Program: YU-GI-OH!
Rating: TV Y7 FV
Length: 30 minutes

4. Program: DRAGON BALL Z KAI
Rating: TV Y7 FV
Length: 30 minutes

5. Program: YU-GI-O! 5D's
Rating: TV Y7 FV
Length: 30 minutes