

# Children's Commercial Limit Compliance Report

4th Quarter 2015  
(October, November, December)

The station was in compliance for the month of October 2015 I certify the forgoing is accurate and correct. Please see attach memo and statement.

Stephen A. Blom 1-4-16  
Operations Manager date

Reviewed:

St. Hill 1/4/16  
VP/General Manager date

Placed in the Public Inspection File on 1-4-16  
date

The station was in compliance for the month of November 2015 I certify the forgoing is accurate and correct. Please see attach memo and statement.

 1-4-16  
Operations Manager date

Reviewed:

 1/4/16  
VP/General Manager date

Placed in the Public Inspection File on 1-4-16  
date

The station was in compliance for the month of December 2015 I certify the forgoing is accurate and correct. Please see attach memo and statement.

Stephen G. Yonow 1-4-16  
Operations Manager date

Reviewed:

Bill 1/4/16  
VP/General Manager date

Placed in the Public Inspection File on 1-4-16  
date

CERTIFICATION OF COMPLIANCE  
WITH CHILDREN'S TELEVISION COMMERCIAL LIMITS  
October 1, 2015-December 31st, 2015

During the period October 1<sup>st</sup> 2015 –December 31st, 2015 WTOG-TV did not air any programming originally produced and broadcast for children 12 year of age or under

In the same period from October 1<sup>st</sup>, 2015 and ending December 31st. 2015 WTOG-TV Tampa, Florida also broadcast the following programs for children between the ages of 13 and 16:

Calling Dr. Pol (E/I)	TVG
Dog Town (E/I)	TVG
Dog Whisperer with Cesar Millan : Family Edition (E/I)	TVG
Dream Quest (E/I)	TVG
Hatched (E/I)	TVG
Save Our Shelter (E/I)	TVG

I hereby certify the above-mentioned children's programming disseminated by WTOG-TV during the period October 1st, 2015 through December 31th, 2015 was not required to conform to the commercial time limits prescribed in the Communications Act, as amended, 47 U.S.C. §303a, and 47 C.F.R. §73.670(a)-(d) because the programming was all originally produced and broadcast primarily for an audience of children older than 12. See 47 C.F.R. §73.670, Note 2.

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**Stephen A. Tolomeo**  
**Operations Manager**  
**WTOG-TV CW44**  
**December 31<sup>st</sup>, 2015**

**Tolomeo, Steve A**

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**From:** info@cwtvlink.com  
**Sent:** Friday, December 11, 2015 3:46 PM  
**To:** Tolomeo, Steve A  
**Subject:** 4th Quarter 2015: CW Television Network/Young Viewer Programming



**MEMORANDUM**

**To:** General Managers, Program Directors, Promotion Managers  
**From:** Network Distribution  
**Date:** December 11, 2015  
**Subject:** 4th Quarter 2015: CW Television Network/Young Viewer Programming

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The CW Television Network Teen/Young Viewer Programming

Below is a list of 4th Quarter 2015 CW Teen/Young Viewer 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 teen/young viewer 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 young viewers between thirteen and sixteen that were scheduled for broadcast during the fourth quarter of 2015.

4th QUARTER 2015 - CW TEEN/YOUNG VIEWER PROGRAMMING

Program: Calling Dr. Pol  
Rating: TV G  
Length: 30 min

Program: DogTown USA  
Rating: TV G  
Length: 30 min

Program: Dog Whisperer with Cesar Millan: Family Edition  
Rating: TV G  
Length: 30 min

Program: Dream Quest  
Rating: TV G  
Length: 30 min

Program: Hatched  
Rating: TV G  
Length: 30 min

Program: Save Our Shelter  
Rating: TV G  
Length: 30 min

Please contact your CW Affiliate Representative if you have any questions.

**DECADES NETWORK COMMERCIAL LIMITS**  
**AND WEB SITE RULE COMPLIANCE CERTIFICATION,**  
**FOURTH QUARTER 2015**

FOLLOWING IS A LIST OF ALL DECADES NETWORK PROGRAMS DESIGNED TO MEET THE EDUCATIONAL/INFORMATIONAL REQUIREMENT FOR CHILDREN THIRTEEN TO SIXTEEN YEARS OLD DURING THE FOURTH QUARTER OF 2015, October 1, 2015 THROUGH December 31, 2015. BECAUSE THESE PROGRAMS ARE ORIGINALLY PRODUCED FOR AND DIRECTED AT CHILDREN THIRTEEN TO SIXTEEN YEARS OLD, NEITHER THE COMMERCIAL LIMITS NOR THE WEBSITE RULE APPLY (SEE 47 C.F.R. § 73.670 (Note 2)). THIS CERTIFIES THAT ALL OF THESE PROGRAMS WERE FORMATTED (IN THE ORDER AND AT THE TIMES INDICATED) WITH THE FOLLOWING COMMERCIAL LOADS.

Children's Weekend Programs (series)

1. Program: Dog Tale Classics {Two (2) individual half-hour episodes},  
Time: Saturdays 10:00- 11:00 AM ET  
Duration: 30 minutes  
Rating: TV-G E/I  
5:00 or less per half-hour episode
  
2. Program: Word Travels  
Time: Saturdays 11:00- 12:00 PM ET {Two (2) individual half-hour episodes},  
Duration: 30 minutes  
Rating: TV-G E/I  
5:00 or less per half-hour episode
  
4. Program: Missing: Cold Cases  
Time: Saturdays 12:00- 1:00 PM ET {Two (2) individual half-hour episodes},  
Duration: 30 minutes  
Rating: TV-G E/I  
5:00 or less per half-hour episode

\* \* \* \* \*

ALTHOUGH THESE PROGRAMS ARE NOT SUBJECT TO THE WEBSITE RULE BECAUSE THEY ARE PRODUCED FOR AND AIMED AT CHILDREN 13-16, NONETHELESS DECADES NETWORK HAS ENDEAVORED TO COMPLY WITH THE RESTRICTION ON URLs DISPLAYED WITHIN SHOWS (SEE

SECTIONS 73.670(b), (c) AND (d) OF THE RULES OF THE FEDERAL COMMUNICATIONS COMMISSION, 47 C.F.R. § 73.670(b), (c) AND (d)).

NONE OF THESE PROGRAMS CONTAINED ANY URLs, WITH THE POSSIBLE EXCEPTION OF (a) FICTIONAL URLs IN PROGRAMMING, (b) URLs OF COMMERCIAL-FREE WEBSITES THAT SATISFY 47 C.F.R. § 73.670(b), OR (c) URLs, NOT UNDER THE CONTROL OF THE LICENSEE, OF NON-PROFIT OR GOVERNMENT ENTITIES WITHIN PUBLIC SERVICE ANNOUNCEMENTS AIRED ON BEHALF OF THOSE ENTITIES, OR MEDIA COMPANIES IN PARTNERSHIP WITH THOSE ENTITIES.

Prepared by:

**ED JOHNSON / HEAD OF PROGRAMMING, WEIGEL DIGITAL NETWORKS**  
12/31/15

## CW 44 WTOG-TV

### COMMERCIAL MATTER DURING CHILDREN'S PROGRAMMING

1. The Operations Manager identifies children's programs broadcast by WTOG-TV during each quarter that are subject to the commercial limits.
2. The station's logs are prepared using the IBS computer system. For children's programs, during which commercial time consists of local, national, and/or "barter spin" spots scheduled entirely by the station (i.e., any children's programs not broadcast on a barter basis), the Operations Manager or another Traffic Department employee, under the direction of the Operations Manager, prepares the broadcast log by totaling commercial time per clock-hour or part thereof and ensuring that it does not exceed the commercial limits in a given clock-hour or part thereof.
3. For children's programs through syndication on a barter basis, scheduling is accomplished using a format scheduling sheet provided to the station by the syndicator, which indicates the amount of commercial time already scheduled in connection with the program. An assistant to the Operation Manager, or another Traffic Department employee, under the direction of the Operations Manager, enters the information contained in the format scheduling sheet into the IBS Computer System, which generates a scheduling list that indicates how much additional commercial time is available within the statutory commercial limits. As in the case with programming described in paragraph 2 above: gaps are filled with public service announcements or other non-commercial material.
4. In order to prevent the airing of "program-length commercials" and "host-selling," commercials that are scheduled for children's programs are reviewed by the Operations Manager and or the assistant to the Operations Manager before they are scheduled for broadcast; any commercial that features a character, figure, or spokesperson is noted on the current dub list and the commercial file is specially labeled. The contract for any such commercial whose featured character is related to a children's program on the schedule is altered so that the IBS Computer System will not schedule that commercial in or adjacent to the related program. Specifically, the Traffic Department "blocks" the spot's placement. This excludes any time period when the related program is scheduled for broadcast. The IBS System carries out this "blocking," or time-restricting, function by creating a specific timeclass for that client. Later, the Operation Manager's assistant makes a manual check of the resulting schedule list. Any scheduling of a commercial within a related program is immediately corrected.
5. A traffic department employee checks the completed log one last time by counting the commercial minutes and noting the placement of program-related spots before submitting to Traffic Master for air. The Master Control Operators who oversee the broadcast of programming and commercial material in accordance with the schedule as prepared by the Traffic Department are under strict instructions not to deviate from

the schedule as prepared. If for some reason, a commercial is not run at this pre-scheduled time, the Master Control Operators are required to make sure that a violation will not result before attempting to "make good" the commercial within or adjacent to any children's programs. Moreover, in connection with children's programs, the Master Control Operators have been instructed to fill vacant spots only with non-commercial material and to never preempt non-commercial spots with a commercial without the approval of the Operation Manager. In addition, operators personally verify that commercial matter is in compliance with the statutory limits prior to the airing of children's programming. Operators are authorized to drop commercials, if necessary.

6. To verify compliance with the statutory limits, the Operations Manager review the station log the next business day for discrepancies between the schedule prepared by the Traffic Department and the log recording the actual broadcast of the prior day. In addition, the Master Control Operators complete on a daily basis, when appropriate, a form know as an "Variance Report" which notes all discrepancies between the schedule and the actual order of broadcast. The Operations Manager reviews these daily Variance Reports and conducts an investigation by questioning the Master Control Supervisor. That supervisor then questions the operator on duty at the time of the discrepancy. Procedures and practices are then reviewed in order to insure that future discrepancies do not occur.

As of May 2011, WTOG-TV Operations Mgr. personally view all commercials scheduled for children's programming, on a weekly basis. CW kids animation can now be viewed on Volicon software via internet feed from network. These employees are charged with logging any possible discrepancy as to "program-length commercials," "host-selling," or overages and with advising the Traffic Department prior to broadcast of the commercial.