

WLWT

Certification of Compliance with the Commercial Time Limits in  
Television Programs Primarily Intended for Children Ages 12 and Under

Fourth Quarter 2013

This Certification is different from the Station's Children's Television Programming Report. For information relating to this Station's E/I programming, please refer to our FCC Form 398 Children's Television Programming Report.

Certification of Compliance with the Commercial Time Limits  
in Television Programs Primarily Intended for Children Ages 12 and Under

WLWT, Cincinnati, Ohio

This Certification of Compliance with the Commercial Time Limits in Television Programs Primarily Intended for Children Ages 12 and Under applies to Children's Programs broadcast by this station during the period October 1, 2013, through December 30, 2013. As used herein, the term "Children's Program(s)" means a program originally produced and broadcast primarily for children 12 years of age and under.

I hereby certify that

- The Children's Programs aired on this station complied with the commercial time limits except that the station has been advised by the NBC Network as follows:

On October 12, 2013, the closing credits for "Lazytown," an educational and informational program supplied to the NBC Network by Sprout for the "NBC Kids" Saturday morning E/I block, inadvertently included a fleeting (one-half second) display of the URL for a web site ([www.lazytown.com](http://www.lazytown.com)) that did not conform to the FCC's commercial limits rules for web site displays in children's programming. Even though the display of the URL was fleeting, and therefore barely discernible by viewers, it is possible that the FCC would consider this a violation of the commercial limits rules.

The NBC Network takes precautions to avoid any potential violations of the FCC's web site rules. Specifically, each episode of the "NBC Kids" Saturday morning E/I block is reviewed by Sprout, whose policy is to remove all URLs from program materials. In this case, however, the display of the URL in the closing credits was so fleeting it was missed during the review process. The NBC Network is working with Sprout to develop and implement additional procedures to minimize the possibility of a re-occurrence of this isolated incident.

- The Children's Programs aired on this station did not comply with the commercial time limits.

In support thereof, I certify as follows:

1. Children's Programs Produced Locally by the Station

Attached hereto as Exhibit A is a list of Children's Programs produced by and broadcast by this station during the period covered by this Certification. As a standard practice, this station formats all of the Children's Programs it produces for broadcast in compliance with commercial limitations contained in the Children's Television Act of 1990 [Pub. L. No. 101-437] (hereinafter the "Act") and the FCC's rules. In no instance did the total amount of actual commercial matter in the "clock hour" during which any of the Children's Programs listed in Exhibit A were broadcast exceed the Act's statutory limits or otherwise violate the FCC's rules for Children's Programs.

2. Network Children's Programs

Attached hereto as Exhibit B is a list of Network Children's Programs broadcast by this station during the period covered by this Certification. This station has received certification from its Network(s) that each, as a standard practice, formats these Children's Programs to comply with the Act's statutory commercial limits and the FCC's rules for Children's Programs. I hereby certify that this station did not add any commercial matter to these network Children's Programs which, when taken together with the network commercial matter contained in these programs, would cause the total amount of commercial matter in the "clock hour" during which any of these network Children's Programs were broadcast to exceed the Act's statutory commercial limits or otherwise violate the FCC's rules for Children's Programs.

3. Syndicated Children's Programs

Attached hereto as Exhibit C is a list of syndicated Children's Programs broadcast by this station during the period covered by this Certification. This station has received certification from the syndicator of each of these programs that each, as a standard practice, formats its Children's Programs to comply with the Act's statutory commercial limits for Children's Programs. I hereby certify that this station did not add any commercial matter to these syndicated Children's Programs which, when taken together with the syndicated commercial matter contained in these programs, would cause the total amount of commercial matter in the "clock hour" during which any of these syndicated Children's Programs were broadcast to exceed the Act's statutory commercial limits for Children's Programs.

4. Display of Website Addresses

This station has received certification from each Children's Program provider that each, as a standard practice, formats its Children's Programs to comply with the Commission's Website Display rules. I hereby certify that this station did not add any website addresses to these Children's Programs which would cause a violation of the Commission's Website Display rules or other commercial time overage.

For programs for which the Station received no certification from the Children's Program provider, I certify that the Station reviewed the Children's Programs to ascertain compliance with the Commission's Website Display rules and found them to be consistent with the Website Display requirements.

Date:

1/8/14

David D. Roub

Name

News Operations Manager

Title

**Locally Produced Children's Programs**

1. Main Program Stream: None
2. Multicast Program Stream(s): None

**Exhibit B**

**Network Children's Programs**

1. Main Program Stream:

Chica Show  
Pajanimals  
Justin Time  
Tree Fu Tom  
Lazytown  
Make Way for Noddy

2. Multicast Program Stream(s):

He-Man and the Masters of the Universe  
She-Ra: Princess of Power  
Green Screen Adventures  
H.R. Pufnstuf  
Land of the Lost

**Exhibit C**

**Syndicated Children's Programs**

1. Main Program Stream: None
2. Multicast Program Stream(s): None