

**COMMERCIAL LIMIT CERTIFICATION**

I, Renee Williams, in my capacity as Program Director [position] of television station WMDN [call letters], Channel 24, Meridian [city], MS [state], hereby certify that for the period from 4-1-06 to 6-30-06:

1) I am familiar with the commercial limits imposed by Section 73.760(a) of the FCC's rules (no more than 12 minutes per hour of commercial material may be broadcast during children's programming<sup>1</sup> during the week, and no more than 10 ½ minutes per hour on weekends);

2) I am familiar with the requirement in Section 73.760(b) of the FCC's rules that display of websites addresses during such children's programming is permitted only if: a) the website offers a substantial amount of *bona fide* program-related or other noncommercial content; b) the website is not primarily intended for commercial purposes, including either e-commerce or advertising; c) the website's home page or other menu pages are clearly labeled to distinguish the noncommercial from the commercial sections; and d) the page of the website to which viewers are directed is not used for e-commerce, advertising, or other commercial purposes (e.g., has no links labeled "store" and no links to another page with commercial material).

3) I am also aware that Rule 73.760(c) prohibits the display of website addresses in such children's programming during both the program and commercial material when the site uses characters from the program to sell products or services.

4) Attached as Exhibit 1 is a true and correct list of all children's programming aired during the period listed above;

5) Attached as Exhibit 2 is a complete list of all instances in which the commercial time limits were exceeded for, or noncompliant websites were displayed in, the programs listed in Exhibit 1 during the period listed above.

Certified by me this 10<sup>th</sup> day of July, 2006.

Renee Williams  
Signature

Program Director  
Title

<sup>1</sup> "Children's programming" when used here means programming originally produced and broadcast primarily for an audience of children age 12 years and under.

Exhibit 1

List of Children's Programming Aired  
During Certification Period

Station: WMDN

Certification Period Dates: 4-1 to 6-30, 2006

List of Children's Programs:<sup>2</sup>

- 1) Lazytown
- 2) Go Diego Go
- 3) The Backyardigans
- 4) Dora the Explorer
- 5) Little Bill
- 6) Blue's Clues
- 7) Eyewitness Kids News

R.W.

Certifying person's initials

<sup>2</sup> "Children's programming" when used here means programming originally produced and broadcast primarily for an audience of children age 12 years and under.

Exhibit No. 2

List of All Instances in which Commercial  
Time Limits Were Exceeded

Station: WMDN

Certification Period Dates: 4-1 to 6-30, 2006

<u>Time &amp; Date</u>	<u>Name of Program</u>	<u>Allowable Commercial Load</u>	<u>Actual Commercial Load</u>	<u>Explanation or Comments</u>
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N/A

R.W.  
Certifying person's initials

CERTIFICATION OF COMPLIANCE  
WITH CHILDREN'S TELEVISION COMMERCIAL LIMITS  
April 1, 2006 - June 30, 2006

During the above period, the CBS Television Network ("CBS"), a unit of Viacom Inc., disseminated to its owned and affiliated stations the following weekly programs originally produced and broadcast primarily for an audience of children 12 years of age and under:

LAZYTOWN  
DORA THE EXPLORER  
LITTLE BILL  
BLUE'S CLUES  
THE BACKYARDIGANS  
GO, DIEGO, GO

All of these programs were disseminated for weekend broadcast by CBS affiliates and owned stations.

I hereby certify that the children's programming disseminated by CBS during the period April 1, 2006 through June 30, 2006, was formatted to contain no more than the maximum amount of commercial time permitted under the Communications Act, as amended, 47 U.S.C. §303a, and 47 C.F.R. §73.670. Specifically, I certify that, in the form and sequence in which the programming was disseminated by CBS to its owned and affiliated stations for broadcast:

- (1) Each hour of weekend children's programming (containing either one hour-long program or two consecutive half-hour programs) contained no more than ten and one-half minutes (10:30) of network commercials and was formatted to contain no commercials supplied by the local station;
- (2) When, due to preemptions, the network disseminated during the weekend a half-hour children's program which was not part of an hour's block of children's programming, that program contained no more than five minutes fifteen seconds (5:15) of network commercials and was formatted to contain no commercials supplied by the local station.



Matthew Margo  
Senior Vice President  
Program Practices, New York

Date: July 5, 2006