

**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 1-1-07 to 3-31-07

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 April, 2007.

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: WMPN

Certification Period Dates: 1-1 to 3-31, 2007

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

- 1) New Adventures of Madeline
- 2) Sabrina: The Animated Series
- 3) Trollz
- 4) HorseLand
- 5) CAKE
- 6) Dance Revolution
- 7) Eyewitness Kids News (Teen Kids News)

R.W.

Certifying person's initials

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<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: 1-1 to 3-31, 2007

<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

**Renee**

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**From:** Melodie Virtue [MVIRTUE@gsblaw.com]  
**Sent:** Thursday, March 22, 2007 5:46 AM  
**To:** rwilliams@wmdn.net  
**Cc:** rml@wtva.com; Henry A. Solomon  
**Subject:** 1st quarter 398 filing deadline postponed to June 10

Dear Renee:

I've been out of the office the last 2 days. As luck would have it, during that time, the FCC released the attached Public Notice announcing that the deadline for filing the first quarter Forms 398 Quarterly Children's Television Programming Reports was extended from April 10 to June 10 because the new form is not yet ready. The FCC expects that the revised electronic Form 398 will be ready by mid-May.

Your first quarter certifications of compliance with the children's commercial time limits, however, still need to be placed in the public files by April 10th.

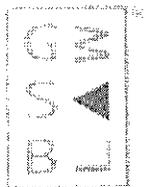
If you have questions, please let me know.

Best regards, Melodie

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4/10/2007



# PUBLIC NOTICE

Federal Communications Commission  
445 12<sup>th</sup> St., S.W.  
Washington, D.C. 20554

News Media Information 202 / 418-0500  
Internet: <http://www.fcc.gov>  
TTY: 1-888-835-5322

DA 07-1341  
March 20, 2007

## Children's Television Obligations of Commercial Television Broadcasters –Postponement of the Filing Window for Revised FCC Form 398 for the First Quarter of 2007

**New Filing Window: June 1 through June 10, 2007**

On September 29, 2006, the FCC released a *Second Order on Reconsideration and Second Report and Order* (“*Second Order*”) regarding the children’s television obligations of digital television broadcasters.<sup>1</sup> In the *Second Order*, the Commission noted that a revised version of FCC Form 398, Children’s Television Programming Report, had been approved by OMB. Among other things, the revised form includes a section for stations to report the core children’s programming aired on digital program streams. The *Second Order* states that licensees are required to use the revised electronic version of FCC Form 398 to report their children’s core programming, including their digital core programming, for the first quarter of 2007.<sup>2</sup> Under the Commission’s rules, the window for electronic filing of FCC Form 398 for the first quarter of 2007 is April 1 through April 10, 2007.<sup>3</sup>

Because of the conversion of the FCC’s children’s television database system to an upgraded J2EE technology that will facilitate public access to and better support implementation of the revised electronic Form 398, the Media Bureau hereby postpones the deadline for filing the revised Form 398 for the first quarter of 2007. The new filing window for FCC Form 398 for the first quarter of 2007 will be June 1 through June 10, 2007. This new window will apply both to electronic filing with the Commission as well as placement of the report in the station’s public inspection file. The Media Bureau expects to have the revised electronic version of Form 398 available on its website by May 15, 2007.

For additional information, contact Kim Matthews, [kim.matthews@fcc.gov](mailto:kim.matthews@fcc.gov), of the Media Bureau, Policy Division, (202) 418-2154.

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<sup>1</sup> *Second Order on Reconsideration and Second Report and Order, In the Matter of Children’s Television Obligations of Digital Television Broadcasters*, MM Docket No. 00-167, 21 FCC Rcd 11065 (2006).

<sup>2</sup> *Id.* at 11081, ¶ 59

<sup>3</sup> *Id.* See also 47 C.F.R. § 73.3526(e)(11)(iii).

CERTIFICATION OF COMPLIANCE  
WITH CHILDREN'S TELEVISION COMMERCIAL LIMITS  
January 1, 2007 - March 31, 2007

During the above period, the CBS Television Network ("CBS"), a unit of CBS Corporation, 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:

THE NEW ADVENTURES OF MADELINE  
SABRINA: THE ANIMATED SERIES  
TROLLZ  
HORSELAND  
CAKE  
DANCE REVOLUTION

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 January 1, 2007 through March 31, 2007, 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

Date: April 4, 2007