

WCBI – CBS

4-1 ( 35-5)

COMMERCIAL LIMITS CERTIFICATION  
4TH QUARTER – OCTOBER - DECEMBER 2010

1. Children's programming may not contain more than 10.5 minutes of total commercial matter per clock hour on weekends and not more than 12.0 minutes of total commercial matter per clock on weekdays.
2. On and after January 1, 2006, children's programming may not direct viewers to an Internet website unless the website offers a substantial amount of *bona fide* program related or other non-commercial content: (ii) the website is not designed "primarily" for commercial purposes (that is, e-commerce or advertising); (iii) the website's home page and other menu pages clearly distinguish between the website's commercial and non-commercial sections; and (iv) the pages of the website to which viewers are directed is not for e-commerce, advertising, or other commercial purposes (that is, the page has no links labeled "store" or direct links to other pages with commercial material).
3. On and after January 1, 2006, neither children's programming nor commercials aired during children's programming may display Internet website addresses that direct viewers to Internet websites that utilize a program's character to advertise, promote, or sell products or services.

After review of internal station records and documentation provided to us by program suppliers, WCBI-TV hereby certifies:

That it complied fully with the FCC's commercial limits with respect to all children's programs broadcast during this quarter that is subject to those requirements.

that it did not comply fully with the FCC's commercial limits with respect to all children's programs broadcast during this quarter that are subject to those requirements, as explained in Attachment "A" hereto.



Bobby Berry  
General Manager  
WCBI-TV

12/29/10

Date

CERTIFICATION OF COMPLIANCE  
WITH CHILDREN'S TELEVISION COMMERCIAL LIMITS  
October 1, 2010 – December 31, 2010

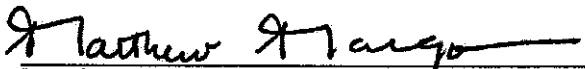
During the above period, the CBS Television Network ("CBS"), a unit of CBS Corporation, disseminated to its owned and affiliated stations the following weekly programs originally produced and broadcast primarily for an audience of children 12 years of age and under:

DOODLEBOPS ROCKIN' ROAD SHOW – I  
DOODLEBOPS ROCKIN' ROAD SHOW – II  
SABRINA'S SECRET LIFE  
SABRINA: THE ANIMATED SERIES  
BUSYTOWN MYSTERIES – I  
BUSYTOWN MYSTERIES – II

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 October 1, 2010 through December 31, 2010, 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(a)-(d). 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  
CBS Program Practices, New York  
CBS Television Network

Date: December 29, 2010

WCBI-TV 4-2 ( 35-3 ECBI)

### Children's Educational Programming

Attached is a list of 4th Quarter 2010 Children's Educational 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.

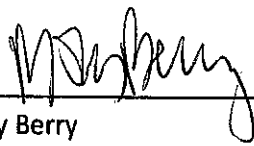
The following is a list of all E/I programs which were broadcast with the intention of primarily reaching an audience of children seventeen years old and younger that were scheduled for broadcast during the fourth quarter of 2010. Each of these programs were formatted to allow for no more than 10.5 minutes of commercial time per hour on weekends and 12 minutes of commercial time per hour on weekdays.

The "E/I" notation represents "core" educational programming meets the FCC educational programming three (3) hour processing guide

After review of internal station records and documentation provided to us by program suppliers, WCBI-TV hereby certifies:

That it complied fully with the FCC's commercial limits with respect to all children's programs broadcast during this quarter that is subject to those requirements.

that it did not comply fully with the FCC's commercial limits with respect to all children's programs broadcast during this quarter that are subject to those requirements, as explained in Attachment "A" hereto.

  
\_\_\_\_\_  
Bobby Berry  
General Manager  
WCBI-TV

12/29/10  
\_\_\_\_\_  
Date

2010 4TH QTR CHILDREN'S PROGRAMMING ECBI ( 4-2) ( 35-3)

1 PROGRAM	WILD AMERICA
RATING	TV-PG (6-12)
LENGTH	30 MINUTES
2 PROGRAM	MYSTERY HUNTERS
RATING	TV-PG (13-16)
LENGTH	30 MINUTES
3 PROGRAM	DOGTALES
RATING	TV-PG (13-16)
LENGTH	30 MINUTES
4 PROGRAM	WILD AMERICA
RATING	TV-PG (6-12)
LENGTH	30 MINUTES
5 PROGRAM	ANIMAL ATLAS
RATING	TV-PG (6-12)
LENGTH	30 MINUTES
6 PROGRAM	B IN TUNE
RATING	TV-PG(13-16)
LENGTH	30 MINUTES
7 PROGRAM	ANIMAL RESCUE
RATING	TV-PG (5-16)
LENGTH	30 MINUTES

WCBI-TV 4-3 ( 35-4 GCBI)

**CW Educational Programming**

Attached is a list of 4th Quarter 2010 CW Children's Educational 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.

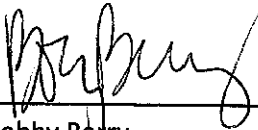
The following is a list of all CW Television Network programs which were produced and broadcast with the intention of primarily reaching an audience of children seventeen years old and younger that were scheduled for broadcast during the fourth quarter of 2010. Each of these programs were formatted to allow for no more than 10.5 minutes of commercial time per hour on weekends and 12 minutes of commercial time per hour on weekdays.

The "E/I" notation represents "core" educational programming on The CW that The CW believes meets the FCC educational programming three (3) hour processing guide

After review of internal station records and documentation provided to us by program suppliers, WCBI-TV hereby certifies:

That it complied fully with the FCC's commercial limits with respect to all children's programs broadcast during this quarter that is subject to those requirements.

\_\_\_\_ that it did not comply fully with the FCC's commercial limits with respect to all children's programs broadcast during this quarter that are subject to those requirements, as explained in Attachment "A" hereto.

  
\_\_\_\_\_  
Bobby Berry  
General Manager  
WCBI-TV

12-29-10  
\_\_\_\_\_  
Date

CHILDREN'S PROGRAMS  
The CW Television Network

1. Program: Cubix: Robots for Everyone  
Rating: TV-Y7 FV E/I  
Length: 30 minutes
2. Program: Dinosaur King  
Rating: TV-Y7 FV  
Length: 30 minutes
3. Program: Dragon Ball Z Kai  
Rating: TV-Y7 FV  
Length: 30 minutes
4. Program: Sonic X  
Rating: TV-Y7 FV  
Length: 30 minutes
5. Program: Yu-Gi-Oh!  
Rating: TV-Y7 FV  
Length: 30 minutes
6. Program: Yu-Gi-Oh! 5D's  
Rating: TV-Y7 FV  
Length: 30 minutes

THE CW PLUS

1. Program: Edgemont  
Rating: TV-PG (E/I 13-16)  
Length: 30 minutes
2. Program: Made in Hollywood: Teen Edition  
Rating: TV-PG (E/I 13-16)  
Length: 30 minutes

## Episodic Information

Cubix: Robots For Everyone	Cubix: Robots For Everyone	Made In Hollywood: Teen Edition		Edgemont	
Saturday 7:00am	Saturday 7:30am	Sun. - 11:00am	Sun. - 11:30am	Sat. - 12:00pm	Sat. - 12:30pm
10/2/10 - #221	10/2/10 - #222	10/3/10 - #402	10/3/10 - #502	10/2/10 - #221	10/2/10 - #222
10/9/10 - #223	10/9/10 - #224	10/10/10 - #403	10/10/10 - #503	10/9/10 - #226	10/9/10 - #327
10/16/10 - #225	10/16/10 - #226	10/17/10 - #404	10/17/10 - #504	10/16/10 - #331	10/16/10 - #332
10/23/10 - #101	10/23/10 - #102	10/24/10 - #401	10/24/10 - #501	10/23/10 - #336	10/23/10 - #337
10/30/10 - #103	10/30/10 - #104	10/31/10 - #405	10/31/10 - #505	10/30/10 - #441	10/30/10 - #442
11/6/10 - #105	11/6/10 - #106	11/7/10 - #406	11/7/10 - #506	11/6/10 - #446	11/6/10 - #447
11/13/10 - #107	11/13/10 - #108	11/14/10 - #407	11/14/10 - #507	11/13/10 - #451	11/13/10 - #452
11/20/10 - #109	11/20/10 - #110	11/21/10 - #408	11/21/10 - #508	11/20/10 - #456	11/20/10 - #457
11/27/10 - #111	11/27/10 - #112	11/28/10 - #409	11/28/10 - #502	11/27/10 - #561	11/27/10 - #562
12/4/10 - #113	12/4/10 - #214	12/5/10 - #402	12/5/10 - #509	12/4/10 - #566	12/4/10 - #567
12/11/10 - #215	12/11/10 - #216	12/12/10 - #410	12/12/10 - #503	12/11/10 - #101	12/11/10 - #102
12/18/10 - #217	12/18/10 - #218	12/19/10 - #411	12/19/10 - #510	12/18/10 - #106	12/18/10 - #107
12/25/10 - #219	12/25/10 - #220	12/26/10 - #403	12/26/10 - #504		

Edgemont	Edgemont		Edgemont	Edgemont	Edgemont
Sat. - 1:00pm	Sun. - 12:00pm	Sun. - 12:30pm	Sun. - 4:30pm	Sun. - 1:00pm	Sun. - 1:30pm
	10/3/10 - # 223	10/3/10 - #224			
	10/10/10 - #328	10/10/10 - #329			
	10/17/10 - #333	10/17/10 - #334			
	10/24/10 - #338	10/24/10 - #339			
	10/31/10 - #443	10/31/10 - #444			
	11/7/10 - #448	11/7/10 - #449			
	11/14/10 - #453	11/14/10 - #454			
11/20/10 - #558	11/21/10 - #559	11/21/10 - #560			
	11/28/10 - #563	11/28/10 - #564			
12/4/10 - #568	12/5/10 - #569	12/5/10 - #570			
	12/12/10 - #103	12/12/10 - #104			
	12/19/10 - #108	12/19/10 - #109	12/19/10 - #110		
	12/26/10 - #111	12/26/10 - #112		12/26/10 - #113	12/26/10 - #114