

WCBI – CBS

4-1 (35-5)

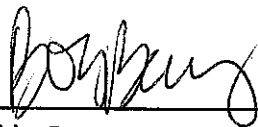
COMMERCIAL LIMITS CERTIFICATION
3RD QUARTER – JULY - SEPTEMBER 2010

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:

X 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

9/29/10

Date

CERTIFICATION OF COMPLIANCE
WITH CHILDREN'S TELEVISION COMMERCIAL LIMITS
July 1, 2010 – September 30, 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:

BUSYTOWN MYSTERIES
NOONBORY & THE SUPER 7
DOODLEBOPS ROCKIN' ROAD SHOW
STRAWBERRY SHORTCAKE
SABRINA, THE ANIMATED SERIES - I
SABRINA, THE ANIMATED SERIES – II
SABRINA'S SECRET LIFE

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 July 1, 2010 through September 30, 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: September 29, 2010

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

Children's Educational Programming

Attached is a list of 3rd 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.

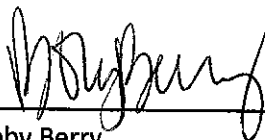
The following is a list of all E/I programs which were broadcast with the intention of primarily reaching an audience of children seventeen years old and younger that were scheduled for broadcast during the third quarter of 2010. Each of these programs were formatted to allow for no more than 10.5 minutes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

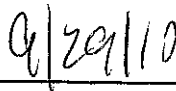
After review of internal station records and documentation provided to us by program suppliers, WCBI-TV hereby certifies:

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



Date

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

1 PROGRAM	WILD AMERICA
RATING	TV-PG (6-12)
LENGTH	30 MINUTES
2 PROGRAM	SAVED BY THE BELL
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 3rd 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 third 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

9/29/10

Date

CHILDREN'S PROGRAMS
The CW Television Network

1. Program: Winx Club
Rating: TV-Y7 E/I
Length: 30 minutes
2. Program: Magical DoReMi
Rating: TV-Y E/I
Length: 30 minutes
3. Program: Skunk Fu
Rating: TV-Y7
Length: 30 minutes
4. Program: Chaotic: Secrets of the Lost City
Rating: TV-Y7 FV
Length: 30 minutes
5. Program: Yu-Gi-Oh! 5D's
Rating: TV-Y7 FV
Length: 30 minutes
6. Program: Yu-Gi-Oh!
Rating: TV-Y7 FV
Length: 30 minutes
7. Program: Dinosaur King
Rating: TV-Y7 FV
Length: 30 minutes
8. Program: Sonic X
Rating: TV-Y7 FV
Length: 30 minutes
9. Program: Teenage Mutant Ninja Turtles – Fast Forward
Rating: TV-Y7 FV
Length: 30 minutes
10. Program: Teenage Mutant Ninja Turtles – Movie
Rating: TV-Y7 FV
Length: 90 minutes
11. Program: Teenage Mutant Ninja Turtles Back to the Sewer
Rating: TV-Y7 FV
Length: 30 minutes
12. Program: Cubix: Robots for Everyone
Rating: TV-Y7 FV E/I
Length: 30 minutes

- 13. Program: Dragonball Z Kai
Rating: TV-Y7 FV
Length: 30 minutes
- 14. Program: The CW4Kids Toonzai Friday Fall Preview
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: Gladiators 2000
Rating: TV-PG (E/I 13-17)
Length: 30 minutes
- 2. Program: Made in Hollywood: Teen Edition
Rating: TV-PG (E/I 13-16)
Length: 30 minutes

Episodic Information

Magical DoReMi Saturday 7:00am	Cubix: Robots For Everyone Saturday 7:00am	Winx Club Saturday 7:30am	Cubix: Robots For Everyone Saturday 7:30am	Gladiators 2000 Sun. - 11:00am	Made in Hollywood: Teen Edition Sun. - 11:00am Sun. - 11:30am	
7/3/10 - #111 7/10/10 - #112 7/17/10 - #113	7/24/10 - #101 7/31/10 - #103 8/7/10 - #105 8/14/10 - #107 8/21/10 - #109 8/28/10 - #111 9/4/10 - #113 9/11/10 - #215 9/18/10 - #217 9/25/10 - #219	7/3/10 - #173 7/10/10 - #174 7/17/10 - #175	7/24/10 - #102 7/31/10 - #104 8/7/10 - #106 8/14/10 - #108 8/21/10 - #110 8/28/10 - #112 9/4/10 - #214 9/11/10 - #216 9/18/10 - #218 9/25/10 - #220	7/4/10 - #116 7/11/10 - #117 7/18/10 - #118 7/25/10 - #119 8/1/10 - #120 8/8/10 - #121 8/15/10 - #122 8/22/10 - #123 8/29/10 - #124 9/5/10 - #125 9/12/10 - #126 9/19/10 - #203	9/26/2010 - #401	9/26/2010 - #501

Edgemont		Edgemont		
Sat. - 12:00pm	Sat. - 12:30pm	Sun. - 11:30am	Sun. - 12:00pm	Sun. - 12:30pm
7/3/10 - #221	7/3/10 - #222	7/4/10 - #223	7/4/10 - #224	7/4/10 - #225
7/10/10 - #226	7/10/10 - #327	7/11/10 - #328	7/11/10 - #329	7/11/10 - #330
7/17/10 - #331	7/17/10 - #332	7/18/10 - #333	7/18/10 - #334	7/18/10 - #335
7/24/10 - #336	7/24/10 - #337	7/25/10 - #338	7/25/10 - #339	7/25/10 - #440
7/31/10 - #441	7/31/10 - #442	8/1/10 - #443	8/1/10 - #444	8/1/10 - #445
8/7/10 - #446	8/7/10 - #447	8/8/10 - #448	8/8/10 - #449	8/8/10 - #450
8/14/10 - #451	8/14/10 - #452	8/15/10 - #453	8/15/10 - #454	8/15/10 - #455
8/21/10 - #456	8/21/10 - #457	8/22/10 - #558	8/22/10 - #559	8/22/10 - #560
8/28/10 - #561	8/28/10 - #562	8/29/10 - #563	8/29/10 - #564	8/29/10 - #565
9/4/10 - #101	9/4/10 - #102	9/5/10 - #103	9/5/10 - #104	9/5/10 - #105
9/11/10 - #106	9/11/10 - #107	9/12/10 - #108	9/12/10 - #109	9/12/10 - #110
9/18/10 - #111	9/18/10 - #112	9/19/10 - #113	9/19/10 - #214	9/19/10 - #215
9/25/10 - #216	9/25/10 - #217		9/26/10 - #218	9/26/10 - #219

