

CERTIFICATION OF COMPLIANCE  
WITH CHILDREN'S TELEVISION COMMERCIAL LIMITS  
July 1, 2008 - September 30, 2008

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:

CARE BEARS  
STRAWBERRY SHORTCAKE  
CAKE  
HORSELAND  
SUSHI PACK  
DINO SQUAD

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, 2008 through September 30, 2008, 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  
Program Practices New York  
CBS Television Network

Date: October 2, 2008

**CERTIFICATION OF COMPLIANCE WITH  
COMMERCIAL LIMITS IN CHILDREN'S PROGRAMMING  
THIRD QUARTER 2008**

ANALOG CHANNEL 5.0 AND DTV CHANNEL 5.1 aired the following programming originally produced and broadcast primarily for an audience of children twelve years old and younger during this quarter:

<u>Children's Program</u>	<u>Days and Times Aired</u>	<u>Total Commercial Matter*</u> <u>(Minutes, Seconds)</u>
All CBS Network Children's Programming aired as received from the network as described in the attached document, with no local commercial insertion.		

DTV CHANNEL 5.2 aired the following programming originally produced and broadcast primarily for an audience of children twelve years old and younger during this quarter:

<u>Children's Program</u>	<u>Days and Times Aired</u>	<u>Total Commercial Matter*</u> <u>(Minutes, Seconds)</u>
My Bedbugs	Saturdays 8:00am-8:30am 7/1/08-9/30/08	2 min, 15 sec
What's Up Que Pasa	Saturdays 9:00am-9:30am 7/1/08-9/30/08	3 min, 35 sec
	Sunday 8:30am, 9/7/08 & 9/14/08	3 min, 35 sec
Kid Guides	Sundays 8:30am-9:00am 7/1/08-8/24/08	4 min, 35 sec
Aqua Kids	Sundays 9:00am-9:30am 7/1/08-9/30/08	3 min, 35 sec
Zodiac Island	Saturdays 8:30am-9:00am 9/13/08-9/30/08	2 min, 35 sec

<u>Children's Program</u>	<u>Days and Times Aired</u>	<u>Total Commercial Matter*</u> <u>(Minutes, Seconds)</u>
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\* Total commercial matter includes all spots promoting products or services broadcast during children's programs, including all spots provided by networks, syndicators, and local stations.

The Children's Television Act and the FCC's rules require that children's programming may not contain more than 10.5 minutes of total commercial matter per clock hour on weekends and no more than 12.0 minutes of total commercial matter per clock hour on weekdays. In addition, 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; the website is not designed "primarily" for commercial purposes (that is, e-commerce or advertising); the website's home page and other menu pages clearly distinguish between the website's commercial and noncommercial sections; *and*, the website page to which viewers are directed is not used 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). Finally, 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 characters to advertise, promote, or sell products or services.

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

- that it complied fully with the FCC's commercial limits with respect to all children's programs broadcast during this quarter that are 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.

  
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Al Blinke  
General Manager  
WNEM-TV/-DT

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Date

10/3/08