

**CERTIFICATION OF COMPLIANCE WITH
COMMERCIAL LIMITS IN CHILDREN'S PROGRAMMING
SECOND 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* (Minutes, Seconds)</u>
<u>All CBS Network Children's Programming aired as received from the network as described in the attached document, with N no local commercial insertion.</u>		

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* (Minutes, Seconds)</u>
My Bedbugs	Saturdays 8:00am-8:30am 4/1/08-6/30/08	2 min, 15 sec
What's Up Que Pasa	Saturdays 9:00am-9:30am 4/1/08-6/30/08	4 min, 5 sec
Kid Guides	Sundays 8:30am-9:00am 4/1/08-6/30/08	4 min, 35 sec
Aqua Kids	Sundays 9:00am-9:30am 4/1/08-6/31/08	3 min, 15 sec

<u>Children's Program</u>	<u>Days and Times Aired</u>	<u>Total Commercial Matter* (Minutes, Seconds)</u>
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No Children's Programming aired on 5.3

* 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.

Al Blinke
General Manager
WNEM-TV/-DT

Date