

**WPIX TELEVISION
CHILDREN'S PROGRAMMING
COMMERCIAL TIME COMPLIANCE FORM

PUBLIC INSPECTION FILE COVER SHEET**

2nd Quarter 2010

This form accompanies program log excerpts and WPIX Television daily compliance forms showing that WPIX's children's programs were broadcast in accordance with the commercial time standards in the Children's Television Act of 1990 and applicable Federal Communications Commissions rules.

If you have any questions concerning these materials, please ask the person who provided you with access to the public inspection file.

There were no discrepancies during this quarter.

Laurel Light



Director of Operations

July 8, 2010

Light, Laurel

From: info@cwmlink.com
Sent: Wednesday, July 07, 2010 2:00 PM
To: Light, Laurel
Subject: ****REVISED**** CW4KIDS: 2nd Quarter 10 Children's Programming Commercial Information



****REVISED** CW4KIDS: 2nd Quarter 10 Children's
Programming Commercial Information**

****REVISED****

MEMORANDUM

To: General Managers, Program Directors, Promotion Managers
From: Shawna Beckham **cc:** Elizabeth Tumulty

Date: July 7, 2010

Subject: **REVISED** 2nd Quarter 2010:
CW Television Network Children's Programming -Commercial Information

****REVISED TO ADD THE 90 MINUTE MOVIE****

The CW Television Network Children's Programming

Attached is a list of 2nd Quarter 2010 CW Children's 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 twelve years old and younger that were scheduled for broadcast during the first 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. The

actual number of network commercial minutes were included in the network traffic reports for the second quarter of 2010, which each affiliated station has received heretofore.

CHILDREN'S PROGRAMS

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

Printable Version

THIStv NETWORK COMMERCIAL LIMITS
AND WEB SITE RULE COMPLIANCE CERTIFICATION,
SECOND QUARTER 2010

FOLLOWING IS A LIST OF ALL THIStv NETWORK PROGRAMS DESIGNED FOR CHILDREN TWELVE YEARS OLD AND YOUNGER THAT WERE SCHEDULED FOR BROADCAST DURING THE SECOND QUARTER OF 2010, APRIL 1, 2010 THROUGH JUNE 30, 2010. THIS CERTIFIES THAT ALL OF THESE PROGRAMS WERE FORMATTED (IN THE ORDER AND AT THE TIMES INDICATED) TO ALLOW FOR NO MORE THAN 10.5 MINUTES OF TOTAL COMMERCIAL TIME PER CLOCK HOUR ON WEEKENDS AND 12 MINUTES OF TOTAL COMMERCIAL TIME PER CLOCK HOUR ON WEEKDAYS, OR HALF THAT ALLOTTED TIME FOR AN ISOLATED HALF HOUR OF CHILDREN'S PROGRAMMING. THE ACTUAL NUMBER OF NETWORK COMMERCIAL MINUTES WAS INCLUDED IN THE NETWORK TRAFFIC REPORTS FOR THE SECOND QUARTER OF 2010, WHICH EACH AFFILIATED STATION HAS RECEIVED HERETOFORE.

IF THE NETWORK SCHEDULED A HALF-HOUR CHILDREN'S PROGRAM CONTAINING 5.5 COMMERCIAL MINUTES IN A CLOCK HOUR WITH A NON-CHILDREN'S PROGRAM, THE NUMBER OF NETWORK COMMERCIAL MINUTES IN THE CHILDREN'S PROGRAM WOULD HAVE BEEN DECREASED TO COMPLY WITH THE COMMERCIAL LIMITS.

Children's Weekday Programs (series)

1. Program: A Miss Mallard Mystery
Time: Mondays, Wednesdays, Fridays 7:00- 7:30 AM ET
Duration: 30 minutes
Rating: TV-G
2. Program: C.L.Y.D.E.
Time: Tuesdays, Thursdays 7:00- 7:30 AM ET
Duration: 30 minutes
Rating: TV-G

3. Program: Wonderful Wizard of Oz
Time: Monday- Friday 7:30- 8:00 AM ET
Duration: 30 minutes
Rating: TV-G
4. Program: Spider Riders
Time: Monday- Friday 8:00- 8:30 AM ET
Duration: 30 minutes
Rating: TV-Y7 FV
5. Program: Journey to the West
Time: Monday- Friday 8:30- 9:00 AM ET
Duration: 30 minutes
Rating: TV-G
6. Program: Emily of New Moon
Time: Monday- Friday 9:00- 10:00 AM ET
Duration: 60 minutes
Rating: TV-Y7

Children's Weekend Programs (series)

1. Program: Green Screen Adventures
Time: Saturdays 10:00- 10:30 AM ET
Duration: 30 minutes
Rating: TV-Y7 E/I
2. Program: Wimzie's House
Time: Saturdays 10:30- 11:00 AM ET
Duration: 30 minutes
Rating: TV-Y E/I
3. Program: The Country Mouse and the City Mouse Adventures
Time: Saturdays 11:00- 11:30 AM ET
Duration: 30 minutes
Rating: TV-Y E/I
4. Program: Horseland
Time: Saturdays 11:30 AM- 12:00 PM ET from 4/3- 5/15/10
Duration: 30 minutes
Rating: TV-Y7 E/I
5. Program: The Country Mouse and the City Mouse Adventures
Time: Saturdays 11:30- 12:00 AM ET from 5/22- 6/26/10
Duration: 30 minutes
Rating: TV-Y E/I
6. Program: Liberty's Kids
Time: Saturdays 12:00- 12:30 PM ET
Duration: 30 minutes
Rating: TV-Y7 E/I

7. Program: Liberty's Kids
Time: Saturdays 12:30- 1:00 PM ET
Duration: 30 minutes
Rating: TV-Y7 E/I
8. Program: Potatoes and Dragons
Time: Sundays 8:00- 8:30 AM ET
Duration: 30 minutes
Rating: TV-G
9. Program: Potatoes and Dragons
Time: Sundays 8:30- 9:00 AM from 4/4- 5/16/10
Duration: 30 minutes
Rating: TV-G
10. Program: Mummies Alive!
Time: Sundays 8:30- 9:00 AM ET from 5/23- 6/27/10
Duration: 30 minutes
Rating: TV-Y7 FV
11. Program: Mummies Alive!
Time: Sundays 9:00- 9:30 AM ET
Duration: 30 minutes
Rating: TV-Y7 FV
12. Program: Mummies Alive!
Time: Sundays 9:30- 10:00 AM ET from 4/4- 5/16/10
Duration: 30 minutes
Rating: TV-Y7 FV
13. Program: Spider Riders
Time: Sundays 9:30- 10:00 AM ET from 5/23- 6/27/10
Duration: 30 minutes
Rating: TV-Y7 FV
14. Program: Spider Riders
Time: Sundays 10:00- 10:30 AM ET from 4/4- 5/16/10
Duration: 30 minutes
Rating: TV-Y7 FV
15. Program: Horseland
Time: Sundays 10:00- 10:30 AM ET from 5/23- 6/27/10
Duration: 30 minutes
Rating: TV-Y7 E/I
16. Program: Spider Riders
Time: Sundays 10:30- 11:00 AM ET from 4/4- 5/16/10
Duration: 30 minutes
Rating: TV-Y7 FV

17. Program: Horseland
Time: Sundays 10:30- 11:00 AM ET from 5/23- 6/27/10
Duration: 30 minutes
Rating: TV-Y7 E/I

* * * * *

ALL THIStv NETWORK PROGRAMS DESIGNED FOR CHILDREN TWELVE YEARS OLD AND YOUNGER, SCHEDULED FOR BROADCAST DURING THE SECOND QUARTER OF 2010, COMPLIED WITH SECTIONS 73.670(b), (c) AND (d) OF THE RULES OF THE FEDERAL COMMUNICATIONS COMMISSION, 47 C.F.R. § 73.670(b), (c) AND (d).

NONE OF THESE PROGRAMS, AND NO PROMOTIONAL OR PUBLIC SERVICE ANNOUNCEMENTS SCHEDULED BY THIS NETWORK WITHIN OR ADJACENT TO THOSE PROGRAMS, CONTAINED ANY URLs, WITH THE POSSIBLE EXCEPTION OF (a) FICTIONAL URLs IN PROGRAMMING, (b) URLs OF COMMERCIAL-FREE WEBSITES THAT SATISFY 47 C.F.R. § 73.670(b), OR (c) URLs, NOT UNDER THE CONTROL OF THE LICENSEE, OF NON-PROFIT OR GOVERNMENT ENTITIES, WITHIN PUBLIC SERVICE ANNOUNCEMENTS AIRED ON BEHALF OF THOSE ENTITIES, OR MEDIA COMPANIES IN PARTNERSHIP WITH THOSE ENTITIES.

Prepared by:

KYLE HART/ PROGRAM & OPERATIONS MANAGER- THIS TV NETWORK
06/30/10