



To: All Partner Stations **From:** Lynn Stepanian, SVP/Programming & Distribution

Re: FCC Children's Quarterly Report – 4th Quarter 2006

Date: January 8, 2007 **Copies To:**

ATTENTION PUBLIC FILE ADMINISTRATOR

We will be providing this information in the legal section of our Affiliate website. This information is verification of the programs which ran and that commercial limitations were not exceeded within network and syndicated programming.

For Partners Disseminating CW PLUS Signal Via Cable Only: As a partner station, you should only keep this information on file. **YOU DO NOT NEED TO FILE ANYTHING WITH THE FCC.** Remember, this is a cable channel, not a broadcast station. Cable is NOT obligated to file their compliance with the FCC because there is no licensing involved. Should your cable systems carrying the channel request copies of this information, please provide them with it. Please let us know if you have any questions.

Please feel free to contact Bethany Berdes at (818) 977-8246 with any questions (or e-mail your request to bethany.berdes@cwtnv.com and she will forward as soon as possible).

CW Educational Programming

Attached is a list of 4th Quarter 2006 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 twelve years old and younger that were scheduled for broadcast during the fourth quarter of 2006. 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 guideline.

CHILDREN'S PROGRAMS

The CW Television Network

1. Program: Xiaolin Showdown
Rating: TV-Y7
Length: 30 minutes
2. Program: The Batman
Rating: TV-Y7 FV
Length: 30 minutes
3. Program: Loonatics Unleashed
Rating: TV-Y7 FV
Length: 30 minutes
4. Program: Johnny Test
Rating: TV-Y7
Length: 30 minutes
5. Program: Krytpo the Superdog
Rating: TV-Y E/I
Length: 30 minutes
6. Program: Monster Allergy
Rating: TV-Y FV
Length: 30 minutes
7. Program: Tom and Jerry Tales
Rating: TV-Y
Length: 30 minutes
8. Program: Shaggy & Scooby-Doo Get a Clue
Rating: TV-Y7
Length: 30 minutes
9. Program: Legion of Super Heroes
Rating: TV-Y7 FV
Length: 30 minutes

THE CW PLUS

1. Program: Critter Gitters
Rating: TV-G (E/I 9-14)
Length: 30 minutes
2. Program: Ultimate Choice
Rating: TV-G (E/I 13-16)
Length: 30 minutes
3. Program: Real Life 101
Rating: TV-G (E/I 13-16)
Length: 30 minutes
4. Program: Kid Guides
Rating: TV-G (E/I 8-12)
Length: 30 minutes
5. Program: Beakman's World
Rating: TV-G (E/I 13-16)
Length: 30 minutes

COMMERCIAL LIMITS CERTIFICATION

This is to certify that the network programs designed for children 16 years of age and younger identified in the attached certification were broadcast on WBMM-TV during the 4th Quarter of 2006 (October 1, 2006 – December 31, 2006). As a standard practice, the programs were formatted 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. As a standard practice WBMM-TV aired these programs as formatted by the network. There was one occasion, during this period on which this practice was not followed (however, it did not occur during our “core” programming). See attached memorandum.

Signature: *L. Sean Genshaw*
Date: 1/12/07



MEMORANDUM

To: General Managers, Station Managers, Program Directors

From: The CW Network

Date: January 8, 2007

Subject: Kids' WB! Apparent Violation – December 23, 2006

During the Kids' WB! programming block on Saturday, December 23, 2006, there was an apparent violation of the FCC's children's advertising rules.

Specifically, a CW network commercial (for Post Cereal's Cocoa Pebbles) during the show *Xiaolin Showdown* contained glimpses of *Xiaolin Showdown* characters on a small portion of the screen. The images were small, fleeting, and confined to a small area of the picture, but they were there.

Unfortunately, the technology we used to review children's commercials prior to air proved inadequate in this instance to identify the miniscule character images in the portion of the screen in which they appeared. As a result, we've already made some changes in the technology and procedures we use for pre-broadcast review of commercials in children's shows.

The CW fully understands the seriousness of this issue. We want to assure you that that we are reviewing our technology and protocols for screening advertising in children's programming from top to bottom in an effort to avoid repetition of this regrettable error, for which we apologize.

We will provide more information shortly.

In the interim, please contact Lynn Stepanian if you have further questions.