

WMFP-DT, Lawrence, MA
CHILDREN'S PROGRAMMING*
COMMERCIAL LIMIT CERTIFICATION
(Pursuant to FCC 73.3526(e)(11)(ii) and FCC 73.670)

Certification Period: 4th Quarter 2012

I, William Desmond, in my capacity as General Manager for NRJ TV Boston License Co, LLC, licensee of station WMFP-DT, Lawrence, MA, hereby certify that:

- 1) I am familiar with, and the station is in compliance with, the commercial limits imposed by Section 73.670 of the FCC's rules. Specifically, 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 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.
- 2) Attached as Exhibit A is a true and correct list of the Children's Programs broadcast by this station during the Certification Period.
- 3) Some of the programs identified in Exhibit A were supplied by the RTV Network. This station has received a certification from the RTV Network that they, as a standard practice, format these Children's Programs to comply with the Act's statutory commercial limits and the FCC's rules for Children's Programs. That network certification is attached as an exhibit to this Certification. I hereby certify that this station did not add any commercial matter to these network Children's Programs which, when taken together with the network commercial matter contained in these programs, would cause the total amount of commercial matter in the "clock hour" during which any of these network Children's Programs were broadcast to exceed the Act's statutory commercial limits or otherwise violate the FCC's rules for Children's Programs.
- 4) This station has also received certification from the respective suppliers/networks that they, as a standard practice, format their Children's Programs to comply with the Commission's Website Display rules. I hereby certify that this station did not add any website addresses to

* "Children's programming" when used here means programming originally produced and broadcast primarily for an audience of children 12 years old and under

these Children’s Programs which would cause a violation of the Commission’s Website Display rules.

After due review of internal station records and documentation provided to us by program suppliers, I hereby certify that WMFP-DT complied fully with the FCC’s commercial limits with respect to all Children’s Programs that were subject to those requirements during this Certification Period.

Certified by me this 10th day of January, 2013.

William Desmond
General Manager, WMFP-DT

Exhibit A: Children’s Programming on WMFP

Program	Supplier
WMFP-DT1	
EDGEMONT¹	PPI Releasing, LLC
WMFP-DT2	
Ariel, Zoey & Eli Too ¹	RTV Network
Mustard Pancakes	RTV Network
Virus Attack ¹	RTV Network
Angel’s Friends ¹	RTV Network
Passport to Explore ¹	RTV Network
Beta Records ¹	RTV Network
Animal Atlas ¹	RTV Network
Aqua Kids Adventures ¹	RTV Network

¹These programs are aimed at a target audience aged 13-16 and therefore are not considered “Children’s Programming” for the purposes of this certification, which applies only to programming aimed at children aged 12 and under. However they are included in this list for completeness.