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STAMP AND RETURN

July 6, 2010

Gregory L. Masters  
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**BY HAND DELIVERY**

Marlene H. Dortch, Esq., Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street SW, Room TW-A325  
Washington, DC 20554

FILED/ACCEPTED

JUL - 6 2010

Federal Communications Commission  
Office of the Secretary

Attn.: William Knowles-Kellett  
Attorney Advisor  
Investigations and Hearings Division  
Enforcement Bureau, Room 4-C330

**Re: "American Dad"**  
**EB-10-IH-0188**

Dear Ms. Dortch:

Transmitted herewith on behalf of JW Broadcasting, LLC ("JW"), is JW's response to the above-referenced letter dated June 3, 2010 from the Acting Assistant Chief, Investigations and Hearings Division, Enforcement Bureau.

Should there be any questions concerning this matter, please contact the undersigned.

Very truly yours,

Gregory L. Masters

Attachments

cc: William Knowles-Kellett (via email to William.Knowles-Kellett@fcc.gov)  
Anjali Singh (via paper copy and email to Anjali.Singh@fcc.gov)

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**BY HAND DELIVERY**

July 6, 2010

Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Room TW-A325  
Washington, DC 20554

Attn: William Knowles-Kellet, Attorney Advisor  
Investigations and Hearings Division, Enforcement Bureau  
Room 4-C330

Re: "American Dad"  
File No. EB-10-IH-0188

Dear Ms. Dortch:

JW Broadcasting, LLC ("JW Broadcasting"), the licensee of KQFX-LD, Columbia, Missouri (Facility ID No. 56176) (the "Station"), hereby responds to the June 3, 2010 letter of the Deputy Chief, Investigations and Hearings Division, Enforcement Bureau (the "LOI"), in connection with the January 3, 2010 broadcast of an episode of the program "American Dad" (the "Episode") on the Station[s]. Our responses are based on the Declaration of Gene Steinberg, the Station's General Manager and a Manager of JW Broadcasting, which is appended hereto as Exhibit A.

**Inquiry 1: State whether the Licensee broadcast any or all of the material described in the Complaint, and Identify which station(s) licensed to the Licensee broadcast the material.**

JW Broadcasting broadcast the material described in the Complaint on KQFX-LD.

**Inquiry 2: With regard to each station named in the response to Inquiry 1 above, provide: (a) the call sign, community of license; and (b) the date(s) and time(s) of the Broadcast(s).**

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- (a) KQFX-LD, Columbia, Missouri
- (b) The Station broadcast the Episode referenced in the Complaint on January 3, 2010 at 8:30PM local time.

**Inquiry 3: With regard to each station named in the responses to Inquiries 1 and 2 above, state whether the Licensee edited or otherwise broadcast only a portion of "American Dad" on January 3, 2010, and for each station that edited or otherwise broadcast only a portion of "American Dad" on January 3, 2010, provide: (a) a transcript of the Broadcast; and (b) (i) a high-definition recording of "American Dad," as broadcast on January 3, 2010 . . . as well as (ii) a VHS videotaped recording of the program. . . .**

JW Broadcasting aired the Episode in its entirety and without edits. Accordingly, JW Broadcasting has not included transcripts or copies of the Episode.

**Inquiry 4: If the programming described in the Complaint does not accurately reflect the material aired over the station(s), describe any inaccuracies.**

The Complaint does not accurately describe the material aired over the Station[s] in several respects:

- The Complaint omits portions of the dialog between the animated characters Stan and Roger.
- The Complaint inaccurately states that "Stan strokes the horse's side." During the portion of the broadcast referenced in the Complaint, the character Stan is never illustrated touching the horse.
- The Complaint alleges that "[t]he horse's eyes go wide with surprise and pleasure." While JW Broadcasting agrees the animated horse's face may have registered a look of surprise, JW Broadcasting disagrees that the horse's face also conveyed a look of pleasure.
- JW Broadcasting disputes the Complaint's statement that the sequence in which Stan washes his face with a garden hose implies that the broadcast material depicted the animated horse ejaculating on Stan. JW Broadcasting believes this claim is incorrect, given that (a) no part of the animated horse is depicted, and (b) the animated background changes color when the scene cuts from Stan in the garage with the horse to Stan washing his face with the outdoor garden hose.

JW Broadcasting reserves the right, in any future response necessitated in this matter, to comprehensively contest any assertion or conclusion that the material in question is actionably indecent.

**Inquiry 5: Did the Licensee or Fox Television Network display or announce any TV Parental Guidelines regarding the broadcast of "American Dad" on January 3, 2010? If so, state the rating applied and when and how that rating was announced or displayed.**

JW Broadcasting - KQFX-LD - 501 Business Loop 70 E., Columbia, MO. 65201

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JW Broadcasting does not have material on hand that would allow it to definitively confirm the presence, timing, and contents of any TV Parental Guidelines regarding the Station's broadcast of the Episode. The Station's records indicate, however, that Fox Television Network has rated the program "American Dad" as "TV-14 DLV," and that, in the ordinary course of operations, Fox Television Network typically displays this rating prior to the start of episodes of "American Dad."

**Inquiry 6: With regard to each station named in responses to Inquiries 1, 2, and 3, above, state whether the Licensee received any complaints relating to the broadcast. If so, provide copies of all Documents relating to any such complaints . . . .**

Neither the Station nor JW Broadcasting received any written or, to the best knowledge of Station management, telephonic complaints regarding the broadcast.

**Inquiry 7: Provide copies of all Documents that provide the basis for or otherwise support the responses to Inquiries 1-6, above.**

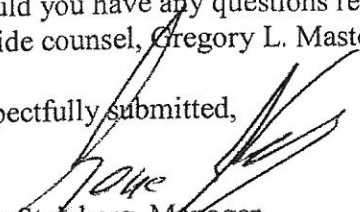
Please see Exhibit A.

**Inquiry 8: Provide any additional information that you believe may be helpful in our consideration and resolution of this matter.**

JW Broadcasting at this time has no additional information that it believes would be relevant to the consideration and resolution of the Complaint.

Should you have any questions regarding this matter, please do not hesitate to contact our outside counsel, Gregory L. Masters, at 202.719.7370.

Respectfully submitted,

  
Gene Steinberg, Manager  
JW Broadcasting, LLC

cc: Anjali K. Singh, Acting Associate Chief  
Investigations and Hearings Division  
Enforcement Bureau  
Room 4-C330

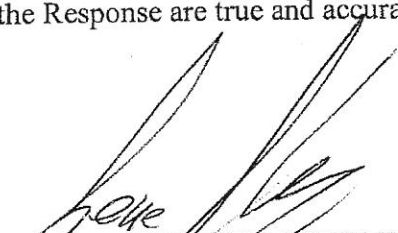
Gregory L. Masters

**EXHIBIT A**  
**DECLARATION OF GENE STEINBERG**

I, Gene Steinberg, hereby declare under penalty of perjury as follows:

1. I am the General Manager of KQFX-LD, Columbia, Missouri (Facility ID No. 56167) (the "Station") and a Manager of its licensee, JW Broadcasting, LLC ("JW Broadcasting").
2. I submit this declaration in connection with JW Broadcasting's response (the "Response") to the June 3, 2010 Letter of Inquiry ("LOI"), issued to JW Broadcasting by the Enforcement Bureau of the Federal Communications Commission and concerning the broadcast of the January 3, 2010 episode of "American Dad" (the "Episode").
3. Based on a review of the Station's records, the Station broadcast the Episode in its entirety on January 3, 2010 at 8:30 PM, local time. JW Broadcasting does not have material on hand that would allow it to definitively confirm the presence, timing, and contents of any TV Parental Guidelines regarding the Station's broadcast of the Episode. The Station's records indicate, however, that Fox Television Network has rated the program "American Dad" as "TV-14 DLV," and that, in the ordinary course of operations, Fox Television Network typically displays this rating prior to the start of episodes of "American Dad." To date, the Station has not received any written or, to the best knowledge of Station management, telephonic complaints regarding the broadcast of the Episode.
4. I have reviewed the LOI and the Response and certify that, to the best of my knowledge, the facts set forth in the Response are true and accurate.

Date: 6/30/2010

  
\_\_\_\_\_  
Gene Steinberg, Manager  
JW Broadcasting, LLC