

**QUARTERLY CERTIFICATE OF COMPLIANCE
WITH COMMERCIAL LIMITS IN CHILDREN'S PROGRAMS**
(Programs Originally Produced for the Child Audience)

FOR THE PUBLIC FILE

Station WMTV
Quarter Ending 12/31/2013
Reviewed By Ellen Buss

**CERTIFICATE OF COMPLIANCE WITH STATUTORY LIMITS AND
SECTION 73.670 (COMMERCIAL LIMITS IN CHILDREN'S PROGRAMS)**

This certifies that during the past calendar quarter the above-referenced station, its network and/or its syndicators, as a standard practice, formatted and broadcast the children's programs which are listed below to assure that they would be within the statutory limits permitted for commercials and commercial matter in such programs, except that as to the particular program segments identified below there were overages to the extent indicated. We have attached a separate sheet explaining the reason for each such overage.

Commercial Overages

<u>Program Titles</u>	<u>Date</u>	<u>Amount of Overage</u>
<i>Lazytown</i>	<i>10/12/2013</i>	<i>see attached</i>

Dated: January 7, 2014.

By: Ellen Buss
Title: Program/Traffic Manager
Licensee: WMTV-TV

January 5, 2014

Dear Affiliate Partner:

To assist you in complying with the reporting requirements for children's television and the requirement that stations air "core" children's programming, we are providing you with episode-specific descriptions (the 'NBC Kids' educational and informational programming block) as set forth in the attached Community Relations Quarterly Children's Programming Report for the 4th quarter of 2013. The report includes information to help prepare FCC Form 398. Please note that we have not included the specific dates and times for each of the programs as that may be station-specific.

This report is divided into the following categories:

1. Educational Objectives: NBC Kids for both 4th quarter 2013 and 1st quarter 2014.
2. Core programming: Regularly scheduled programming furnished by the NBC Network that is specifically designed to serve the early educational and informational needs of children 16 and under. Each of these programs is identified on-air as educational and informational with the "E/I" icon, and is similarly identified to the national listing services. To assist stations with the preemption report section of FCC Form 398, we have added specific episode numbers. Please note that the age target for NBC Kids programming is identified as 2-5 years old.
3. Other programming: Programming furnished by the NBC Network that contributes to the educational and informational needs of children 16 and under, but is not specifically designed to meet the educational and informational needs of children.
4. Public service announcements targeted to children 16 and under.
5. Non-broadcast efforts that enhance the educational and informational value of NBC Network programming to children.
6. Network on-air promotional efforts, which include a schedule of NBC on-air promos for NBC Kids programming.

Except as set forth below, the regularly-scheduled children's programming and promotional content furnished to you by the NBC Network during the 4th quarter of 2013 complied with the commercial limits of the Children's Television Act, and 47 C.F.R. §§ 73.670(a)-(d), provided that you broadcast and distributed such programming as furnished to you by NBC, and did not add any promotional or advertising content thereto other than as directed by NBC via weekly postings on APT.

On October 12, 2013, the closing credits for "Lazytown," an educational and informational program supplied to the NBC Network by Sprout for the "NBC Kids" Saturday morning E/I block, inadvertently included a fleeting (one-half second) display of the URL for a web site (www.lazytown.com) that did not conform to the FCC's commercial limits rules for web site displays in children's programming. Even though the display of the URL was fleeting, and therefore barely discernible by viewers, it is possible that the FCC would consider this a violation of the commercial limits rules.

The NBC Network takes precautions to avoid any potential violations of the FCC's web site rules. Specifically, each episode of the "NBC Kids" Saturday morning E/I block is reviewed by

Sprout, whose policy is to remove all URLs from program materials. In this case, however, the display of the URL in the closing credits was so fleeting it was missed during the review process. The NBC Network is working with Sprout to develop and implement additional procedures to minimize the possibility of a re-occurrence of this isolated incident.

If you have any questions about these reporting requirements, please feel free to call us.

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