

CERTIFICATION OF COMPLIANCE  
WITH CHILDREN'S TELEVISION COMMERCIAL LIMITS  
January 1 through December 31, 2020

During the period listed above, the CBS Television Network ("CBS"), a unit of CBS Corporation, disseminated to its owned and affiliated stations the following weekly programs originally produced and broadcast primarily for an audience of children 13 to 16 years old:

LUCKY DOG: Jan. 1 – Dec. 31, 2020

THE HENRY FORD'S INNOVATION NATION: Jan. 1 – Dec. 31, 2020

MISSION UNSTOPPABLE: Jan. 1 – Dec. 31, 2020

PET VET DREAM TEAM: Jan. 1 – Dec. 31, 2020

HOPE IN THE WILD: Jan. 1 – Dec. 31, 2020

BEST FRIENDS *FUREVER* WITH KEL MITCHELL: Jan. 1 – Sept. 26, 2020

ALL IN: Oct. 3 – Dec. 31, 2020

All of these programs were disseminated for weekend broadcast by CBS affiliates and owned stations.

I hereby certify that the children's programming disseminated by CBS during the period January 1, 2020 through December 31, 2020 was not required to conform to the commercial time limits prescribed in the Communications Act, as amended, 47 U.S.C. §303a, and 47 C.F.R. §73.670(a)-(d) because the programming was all originally produced and broadcast primarily for an audience of children older than 12. See 47 C.F.R. §73.670, Note 2.

*Janet Borelli*

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Janet Borelli  
Senior Vice President  
CBS Program Practices, New York  
CBS Television Network

Date: January 8, 2021

**“CBS DREAM TEAM”**  
**Network Information for Responding to Form 398**  
**Calendar Year January through December 2020**

Each of these children's programs listed below has been designed with the significant purpose of serving the educational and informational needs of children and can be cited toward fulfilling the FCC's three-hour-a-week core programming requirement that became effective September 1, 1997, provided that your station is in compliance with the other aspects of the FCC's rules that enable a children's program to be designated a core program.

As is the current practice, there is, and in the upcoming year will be, no End Station Break for local sale at the conclusion of each program. However, five seconds for Local Station Identification will continue to be provided at the conclusion of each program.

Since the Target Audience of the “CBS DREAM TEAM” is 13-16 year-old viewers, the commercial limits established by Congress in the children’s television act of 1990 of no more than ten-and-a-half minutes of commercial time per weekend clock hour is NOT applicable. Each of these programs will be formatted with 7:30 of commercials. Please keep this in mind should your lineup include other children’s programming as part of this schedule.

In order to comply with the FCC's on-air identification requirement for educational children's programs, an animated logo will be inserted for approximately five seconds in the lower left-hand corner of the screen at the beginning of each of the six children's programs. It is then immediately followed by a static logo which appears in the same position for the duration of the programs. The logo will feature the letters "E/I" and the CBS Eye.

The CBS Television Network provides information identifying the six children’s core programs it supplies to stations affiliated with the Network to the following publishers of program guides nationwide via AP Express to major listing services: TV Guide, TV Data Technologies, Tribune Media Services, and Kidsnet Media Guide and News.

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## Summary of the “CBS DREAM TEAM, IT’S EPIC!” Children’s Program Schedule

### First Quarter - January 4 through March 28, 2020

LUCKY DOG	<u>Target Audience:</u> 13-16	<u>TV Rating:</u> TVG
THE HENRY FORD’S INNOVATION NATION	<u>Target Audience:</u> 13-16	<u>TV Rating:</u> TVG
MISSION UNSTOPPABLE	<u>Target Audience:</u> 13-16	<u>TV Rating:</u> TVG
PET VET DREAM TEAM	<u>Target Audience:</u> 13-16	<u>TV Rating:</u> TVG
HOPE IN THE WILD	<u>Target Audience:</u> 13-16	<u>TV Rating:</u> TVG
BEST FRIENDS <i>FUREVER</i> WITH KEL MITCHELL	<u>Target Audience:</u> 13-16	<u>TV Rating:</u> TVG

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## Summary of the “CBS DREAM TEAM, IT’S EPIC!” Children’s Program Schedule

### Second Quarter - Effective April 4 through June 27, 2020

LUCKY DOG	<u>Target Audience:</u> 13-16	<u>TV Rating:</u> TVG
THE HENRY FORD’S INNOVATION NATION	<u>Target Audience:</u> 13-16	<u>TV Rating:</u> TVG
MISSION UNSTOPPABLE	<u>Target Audience:</u> 13-16	<u>TV Rating:</u> TVG
PET VET DREAM TEAM	<u>Target Audience:</u> 13-16	<u>TV Rating:</u> TVG
HOPE IN THE WILD	<u>Target Audience:</u> 13-16	<u>TV Rating:</u> TVG
BEST FRIENDS <i>FUREVER</i> WITH KEL MITCHELL	<u>Target Audience:</u> 13-16	<u>TV Rating:</u> TVG

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## Summary of the “CBS DREAM TEAM, IT’S EPIC!” Children’s Program Schedule

### Third Quarter - Effective July 4 through September 26, 2020

LUCKY DOG	<u>Target Audience:</u> 13-16	<u>TV Rating:</u> TVG
THE HENRY FORD’S INNOVATION NATION	<u>Target Audience:</u> 13-16	<u>TV Rating:</u> TVG
MISSION UNSTOPPABLE	<u>Target Audience:</u> 13-16	<u>TV Rating:</u> TVG
PET VET DREAM TEAM	<u>Target Audience:</u> 13-16	<u>TV Rating:</u> TVG
HOPE IN THE WILD	<u>Target Audience:</u> 13-16	<u>TV Rating:</u> TVG
BEST FRIENDS <i>FUREVER</i> WITH KEL MITCHELL	<u>Target Audience:</u> 13-16	<u>TV Rating:</u> TVG



**Summary of the “CBS DREAM TEAM” Children’s Program Schedule**

**\*Note Title Update effective October 3, 2020\***

**Fourth Quarter - Effective October 3 through December 26, 2020**

**LUCKY DOG**  
**THE HENRY FORD’S INNOVATION NATION**

**Target Audience: 13-16 TV Rating: TVG**  
**Target Audience: 13-16 TV Rating: TVG**

**MISSION UNSTOPPABLE**  
**HOPE IN THE WILD**  
(previously PET VET DREAM TEAM)

**Target Audience: 13-16 TV Rating: TVG**  
**Target Audience: 13-16 TV Rating: TVG**

**PET VET DREAM TEAM**  
(previously HOPE IN THE WILD)

**Target Audience: 13-16 TV Rating: TVG**

**ALL IN** (returning series)  
(previously BEST FRIENDS *FUREVER* WITH KEL MITCHELL)

**Target Audience: 13-16 TV Rating: TVG**

**Special Programming Notes**

- September 26, 2020, last telecast of BEST FRIENDS *FUREVER* WITH KEL MITCHELL
- Effective October 3, 2020, title change for Saturday children’s programs CBS DREAM TEAM
- Effective October 3, 2020, HOPE IN THE WILD fed in a new order
- Effective October 3, 2020, PET VET DREAM TEAM fed in new order
- Effective October 3, 2020, ALL IN returning series

## COMMERCIAL LIMIT CERTIFICATION

I, KATHY WERNER, in my capacity as PROGRAMMING COORDINATOR of television station ENKY Channel 40.2, BOWLING GREEN, KY hereby certify that for the period from 1<sup>ST</sup> Qtr: JAN. 1ST – MARCH 31st 2020

1) I am familiar with the commercial limits imposed by Section 73.670(a) of the FCC's rules (no more than 12 minutes per hour of commercial material may be broadcast during children's programming<sup>1</sup> during the week, and no more than 10 ½ minutes per hour on weekends) and that commercial matter means air time sold for the purpose of selling a product or service *as well as* promotions of television programs or video services other than children's or other age-appropriate programming appearing on the same channel or promotions for children's educational and information programming on any channel;

2) I am familiar with the requirement in Section 73.670(b) of the FCC's rules that display of website addresses during children's program material, or promotional material not counted as commercial time, is permitted only if: a) the website offers a substantial amount of *bona fide* program-related or other noncommercial content; b) the website is not primarily intended for commercial purposes, including either e-commerce or advertising; c) the website's home page or other menu pages are clearly labeled to distinguish the noncommercial from the commercial sections; and d) the page of the website to which viewers are directed is not used for e-commerce, advertising, or other commercial purposes (*e.g.*, has no links labeled "store" and no links to another page with commercial material).

3) I am aware that Section 73.670(c) of the FCC's rules provides that if the Internet address for the website does not meet the above 4-prong test, in addition to counting as commercial time, it must be clearly separated from program material.

4) I am familiar with Section 73.670(d) of the FCC's rules which prohibits the display of website addresses in or adjacent to children's program material, if, at that time, on pages that are primarily devoted to free noncommercial content regarding that specific program or a character in that specific program: (i) products are sold that feature a character appearing in that program; or (ii) a character in that program is used to actively sell products or services.

5) Attached as Exhibit 1 is a true and correct list of all children's programming aired during the period listed above (both educational and informational ("E/I") programming and other entertainment programming targeting children ages 12 and under);

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<sup>1</sup> "Children's programming" when used here means programming originally produced and broadcast primarily for an audience of children ages 12 years and under.

6) Attached as Exhibit 2 are print-outs of web pages for which Internet addresses were displayed during children's program material, or promotional material not counted as commercial time, as well as the print outs of other web pages linked to the displayed website.

7) Attached as Exhibit 3 is a complete list of all instances in which the commercial time limits were exceeded for, or noncompliant websites were displayed in, the programs listed in Exhibit 1 during the period listed above.

Certified by me this 29<sup>th</sup> day of Jan., 2021

Kathy Turner  
Signature

Traffic Mgr.  
Title

Exhibit 1

List of Children's Programming Aired  
During Certification Period

Station: ENKY

Certification Period Dates: 1ST Qtr: JAN. 1ST – MARCH 31st 2020

List of Children's Programs:<sup>2</sup>

**SEE FORM 398 FOR LIST OF PROGRAMING**

*KW*

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Certifying person's initials

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<sup>2</sup> "Children's programming" when used here means programming originally produced and broadcast primarily for an audience of children ages 12 years and under.

Exhibit No. 2

Print Outs of Web Pages  
For which Internet Addresses were displayed during  
Children's Program Material or during  
Promotional Announcements Not Counted as Commercial Time

Station: ENKY

Certification Period Dates: 1<sup>ST</sup> Qtr: JAN. 1ST – MARCH 31st 2020

Time & Date	Name of Program, Adjacency, or Promotion	Website Address	Attachment # (dated copies of web site print-outs)
NONE			

KW.  
Certifying person's initials



Exhibit No. 3

List of All Instances in which Commercial  
Time Limits Were Exceeded

Station: ENKY

Certification Period Dates: **1ST Qtr: JAN. 1ST – MARCH 31st 2020**

<u>Time &amp; Date</u>	<u>Name of Program</u>	<u>Allowable Commercial Load</u>	<u>Actual Commercial Load</u>	<u>Explanation, Remedial Measures Taken, and Comments</u>
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NONE



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Certifying person's initials