

## COMMERCIAL LIMIT CERTIFICATION

I, Jennifer Dennington, in my capacity as General Manager of television station WLOV-TV, Channel 27, West Point, Mississippi, hereby certify that for the period from July 1 to September 30, 2017:

- 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);
- 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.

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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.

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 3rd day of October, 2017.

Jennifer Dennington  
Signature

General Manager  
Title

Exhibit 1

List of Children's Programming Aired  
During Certification Period

Station: WLOV-TV

Certification Period Dates: July 1 to September 30, 2017

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

Beakman's World



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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: WLOV-TV

Certification Period Dates: July 1 to September 30, 2017

Time & Date	Name of Program, Adjacency, or Promotion	Website Address	Attachment # (dated copies of web site print-outs)
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No commercial websites were displayed during children's programming.

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Certifying person's initials

Exhibit No. 3


List of All Instances in which Commercial  
Time Limits Were Exceeded

Station: WLOV-TV

Certification Period Dates: July 1 to September 30, 2017

<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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No Commercial Time Limits were exceeded.

  
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Certifying person's initials



**ME-TV NETWORK COMMERCIAL LIMITS**  
**AND WEB SITE RULE COMPLIANCE CERTIFICATION,**  
**THIRD QUARTER 2017**

FOLLOWING IS A LIST OF ALL ME-TV NETWORK PROGRAMS DESIGNED TO MEET THE EDUCATIONAL/INFORMATIONAL REQUIREMENT FOR CHILDREN THIRTEEN TO SIXTEEN YEARS OLD DURING THE THIRD QUARTER OF 2017, JULY 1, 2017 THROUGH SEPTEMBER 30, 2017. BECAUSE THESE PROGRAMS ARE ORIGINALLY PRODUCED FOR AND DIRECTED AT CHILDREN THIRTEEN TO SIXTEEN YEARS OLD, NEITHER THE COMMERCIAL LIMITS NOR THE WEBSITE RULE APPLY (SEE 47 C.F.R. § 73.670 (Note 2)). THIS CERTIFIES THAT ALL OF THESE PROGRAMS WERE FORMATTED (IN THE ORDER AND AT THE TIMES INDICATED) WITH THE FOLLOWING COMMERCIAL LOADS.

Children's Programs (series)

1. Program: Mystery Hunters  
Times: Sundays 7:00- 8:00 AM ET {Two (2) individual half-hour episodes}  
Duration: 30 minutes  
Rating: TV-G E/I  
Number of Network Commercial Minutes: 5:00 or less per half-hour episode
  
2. Program: Beakman's World  
Times: Sundays 8:00- 9:00 AM ET {Two (2) individual half-hour episodes}  
Duration: 30 minutes  
Rating: TV-G E/I  
Number of Network Commercial Minutes: 5:00 or less per half-hour episode
  
3. Program: Bill Nye, the Science Guy  
Times: Sundays 9:00- 10:00 AM ET {Two (2) individual half-hour episodes}  
Duration: 30 minutes  
Rating: TV-G E/I  
Number of Network Commercial Minutes: 5:00 or less per half-hour episode
  
4. Program: Saved by the Bell  
Times: Sundays 10:00 AM- 12:00 PM ET {Four (4) individual half-hour episodes}  
Duration: 30 minutes  
Rating: TV-G E/I  
Number of Network Commercial Minutes: 7:00 or less per half-hour episode

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ALTHOUGH THESE PROGRAMS ARE NOT SUBJECT TO THE WEBSITE RULE BECAUSE THEY ARE PRODUCED FOR AND AIMED AT CHILDREN 13-16, NONETHELESS ME-TV NETWORK HAS

ENDEAVORED TO COMPLY WITH THE RESTRICTION ON URLS DISPLAYED WITHIN SHOWS (SEE SECTIONS 73.670(b), (c) AND (d) OF THE RULES OF THE FEDERAL COMMUNICATIONS COMMISSION, 47 C.F.R. § 73.670(b), (c) AND (d)).

NONE OF THESE PROGRAMS CONTAINED ANY URLS, WITH THE POSSIBLE EXCEPTION OF (a) FICTIONAL URLS IN PROGRAMMING, (b) URLS OF COMMERCIAL-FREE WEBSITES THAT SATISFY 47 C.F.R. § 73.670(b), OR (c) URLS, NOT UNDER THE CONTROL OF THE LICENSEE, OF NON-PROFIT OR GOVERNMENT ENTITIES WITHIN PUBLIC SERVICE ANNOUNCEMENTS AIRED ON BEHALF OF THOSE ENTITIES, OR MEDIA COMPANIES IN PARTNERSHIP WITH THOSE ENTITIES.

Prepared by:

*KYLE HART*/ DIRECTOR OF NETWORK PROGRAMMING & OPERATIONS- ME-TV NETWORK  
9/29/17

**THIS TV NETWORK COMMERCIAL LIMITS**  
**AND WEB SITE RULE COMPLIANCE CERTIFICATION,**  
**THIRD QUARTER 2017**

FOLLOWING IS A LIST OF ALL THIS TV NETWORK PROGRAMS DESIGNED FOR CHILDREN TWELVE YEARS OLD AND YOUNGER THAT WERE SCHEDULED FOR BROADCAST DURING THE PERIOD OF JULY 1, 2017 THROUGH SEPTEMBER 30, 2017. THIS CERTIFIES THAT ALL OF THESE PROGRAMS WERE FORMATTED (IN THE ORDER AND AT THE TIMES INDICATED) 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.

Children's Weekday Programs (series)

1. Program: Angry Birds  
Duration: 30 minutes  
Rating: TV-Y7 FV
2. Program: Max Steel  
Duration: 30 minutes  
Rating: TV-Y7 FV
3. Program: Robocop Alpha Commando  
Duration: 30 minutes  
Rating: TV-Y7 FV
4. Program: Rocket Monkeys  
Duration: 30 minutes  
Rating: TV-Y7 FV
5. Program: Super 4  
Duration: 30 minutes  
Rating: TV-Y7 FV
6. Program: Miraculous: Tales of Ladybug and Cat Noir  
Duration: 30 minutes  
Rating: TV-Y7 FV

Children's Weekend Programs (series)

1. Program: Angry Birds  
Duration: 30 minutes  
Rating: TV-Y7 FV
2. Program: Pac-Man and the Ghostly Adventures  
Duration: 30 minutes  
Rating: TV-Y7 FV
3. Program: Pink Panther & Pals  
Duration: 30 minutes  
Rating: TV-Y7



4. Program: Robocop Alpha Commando  
Duration: 30 minutes  
Rating: TV-Y7 FV
5. Program: Scary Larry  
Duration: 30 minutes  
Rating: TV-Y7 FV
6. Program: Super 4  
Duration: 30 minutes  
Rating: TV-Y7 FV
7. Program: Team Hot Wheels: The Skills to Thrill  
Duration: 30 minutes  
Rating: TV-Y7 FV
8. Program: Zak Storm  
Duration: 30 minutes  
Rating: TV-Y7 FV

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ALL THIS TV NETWORK PROGRAMS DESIGNED FOR CHILDREN TWELVE YEARS OLD AND YOUNGER, SCHEDULED FOR BROADCAST DURING THE THIRD QUARTER OF 2017, COMPLIED WITH SECTIONS 73.670(b), (c) AND (d) OF THE RULES OF THE FEDERAL COMMUNICATIONS COMMISSION, 47 C.F.R. § 73.670(b), (c) AND (d).

NONE OF THESE PROGRAMS, AND NO PROMOTIONAL OR PUBLIC SERVICE ANNOUNCEMENTS SCHEDULED BY THIS TV NETWORK WITHIN OR ADJACENT TO THOSE PROGRAMS, CONTAINED ANY URLs, WITH THE POSSIBLE EXCEPTION OF (a) FICTIONAL URLs IN PROGRAMMING, (b) URLs OF COMMERCIAL-FREE WEBSITES THAT SATISFY 47 C.F.R. § 73.670(b), OR (c) URLs, NOT UNDER THE CONTROL OF THE LICENSEE, OF NON-PROFIT OR GOVERNMENT ENTITIES, WITHIN PUBLIC SERVICE ANNOUNCEMENTS AIRED ON BEHALF OF THOSE ENTITIES, OR MEDIA COMPANIES IN PARTNERSHIP WITH THOSE ENTITIES.

Prepared by:

**TOM BOYD/PROGRAMMING MANAGER - THIS TV NETWORK**

10/2/17