

Supplement to Commercial Limits Certification
Fourth Quarter 2013

Lima Communications Corporation, licensee of WLIO (TV), Lima, Ohio, supplements its commercial limits certification for the Fourth Quarter 2013. This supplement supersedes the previously filed commercial limits certification that was uploaded to the station's online public file on January 10, 2014.

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 display of the URL for the program's web site (www.lazytown.com). NBC informed the licensee that before providing children's programming to its affiliates, the NBC Network took precautions to avoid any potential violations of the FCC's 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 appeared for less than one half of one second, covered only 1.875% of the picture height, and was placed just seconds from the end of the credits. Due to these factors, trained employees at Sprout missed the display of the URL 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.