

WTTG-TV/Channel 5  
Children Act Compliance Report  
Fourth Quarter, 2010

In order to ensure compliance with the commercial limits as imposed by the Children's Television Act and related FCC regulations, WTTG has implemented the following procedures and practices:


1. Logs are prepared using the Encoda computer system. For children's programs, of which the commercial time consists of local, national, and/or "barter spin" spots scheduled entirely by the station (children's programs not currently broadcast on a barter basis), a Traffic Department employee prepares the broadcast log by totaling commercial time per clock-hour or part thereof and ensuring that it does not exceed the commercial limits. Where scheduled commercial time equals the commercial limits in a given clock-hour or part thereof, Traffic will schedule public service announcements to fill any remaining available time, in accordance with the Act.
2. For children's programs acquired through syndication on a barter basis, scheduling is accomplished using a format scheduling sheet provided to the station by the syndicator, which indicates the amount of commercial time already scheduled in connection with the program. To avoid exceeding the commercial limits, gaps are filled with public service announcements.
3. In order to prevent the airing of "program-length commercials," all commercials that are scheduled for children's programs (except net barter spots) are prescreened by Traffic Department employees before they are scheduled for broadcast. Any commercial that features a character, figure or spokesperson is noted on the current dub list, and the contract for any such commercial whose featured character is related to a children's program on the schedule is altered so that the computer will not schedule that commercial in or adjacent to the related program. Later, a manual check of the resulting pre-log is made by a Traffic Department employee.
4. A Traffic Department employee checks the completed log one last time by counting the commercial minutes and noting the placement of program related spots, before submitting to Master Control for implementation. The Master Control Operators who oversee the broadcast of programming and commercial material in accordance with the schedule as prepared by the Traffic Department are under strict instructions not to deviate from the schedule as prepared. If for some unavoidable reason a commercial is not run at its pre-scheduled time, the Master Control Operators are required to obtain the approval of the Director of Traffic or designated

person, before attempting to "make good" the commercial within or adjacent to any children's programs. If no one can be reached, no makegood is done. Moreover, the Master Control Operators have been instructed to fill vacant spots in children's programs only with non-commercial material and never to preempt a non-commercial spot with a commercial without the approval of the Traffic Department.

5. To verify compliance with the Act, the log is reviewed by the Traffic Department the next business day for discrepancies between the schedule prepared by the Traffic Department and the log recording the actual broadcast of the prior day. In addition, the Master Control Operators complete on a daily basis a "Discrepancy Sheet," which notes all discrepancies between the schedule and the actual order of broadcast. If there are any discrepancies during children's programs, Traffic will speak with Engineering and at that time, procedures and practices are reviewed in order to ensure that future discrepancies do not take place.

The attached monthly information indicates any instances in which the commercial limits were exceeded in connection with children's programs.

I certify the following is accurate and correct.



Charmaine Winter, Director of Traffic

1/4/10

Date

Reviewed:



Glenn Dyer  
Vice President/General Manager

1-4-10

Date

WTTG-TV/Channel 5  
Children's Act Compliant Report  
Monthly Information

October 2010  
No Overages

November 2010  
No Overages

December 2010  
No Overages

**WEBSITE CERTIFICATION**

This certifies that television station WTTG was in compliance with Section 73.670 (b) and (c) of the Rules of the Federal Communications Commission, 47 CFR Section 73.670 (b) and (c), during the 4th quarter of 2010, except for the instances listed below.

  
\_\_\_\_\_  
Nancy Krantz

\_\_\_\_\_  
Community Affairs

1/10/11  
\_\_\_\_\_  
Date

Instances of noncompliance, if any, are listed below, by date, time and brief description:

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