

**CERTIFICATION OF COMPLIANCE WITH
COMMERCIAL LIMITS IN CHILDREN'S PROGRAMMING
FOURTH QUARTER 2014**

In addition to the programming listed on the commercial limits documents for this quarter provided by network programming distributors, which have been included in the station's public file and which are incorporated herein by reference, WQAD-TV aired the following programming originally produced and broadcast primarily for an audience of children twelve years old and younger during this quarter.

CHANNEL 8.2 aired the following programming originally produced and broadcast primarily for an audience of children twelve years old and younger during this quarter:

Children's Program	Days and Times Aired	Total Commercial Matter* (Minutes, Seconds)
Totally Tooned In	Saturdays /Sundays 9:00 – 9:30 a.m.	5 m 0 s
Totally Tooned In	Saturdays/Sundays 9:30 – 10:00 a.m.	5 m 0 s

The Children's Television Act and the FCC's rules require that children's programming may not contain more than 10.5 minutes of total commercial matter per clock hour on weekends and no more than 12.0 minutes of total commercial matter per clock hour on weekdays. In addition, children's programming may not direct viewers to an Internet website unless the website offers a substantial amount of *bona fide* program-related or other non-commercial content; the website is not designed "primarily" for commercial purposes (that is, e-commerce or advertising); the website's home page and other menu pages clearly distinguish between the website's commercial and noncommercial sections; *and*, the website page to which viewers are directed is not used for e-commerce, advertising, or other commercial purposes (that is, the page has no links labeled "store" or direct links to other pages with commercial material). Finally, neither children's programming nor commercials aired during children's programming may display Internet website addresses that direct viewers to Internet websites that utilize a program's characters to advertise, promote, or sell products or services.

After due review of internal station records and documentation provided to us by program suppliers, WQAD-TV hereby certifies:

- ☒ that it complied fully with the FCC's commercial limits with respect to all children's programs broadcast during this quarter that are subject to those requirements.
- ☐ that it did not comply fully with the FCC's commercial limits with respect to all children's programs broadcast during this quarter that are subject to those requirements, as explained in Attachment A hereto.


Jim Kizer
Station Manager
WQAD-TV

Date

1/7/2015