

WCBI – TV (CBS)

4 -1 (35 - 5)

COMMERCIAL LIMITS CERTIFICATION

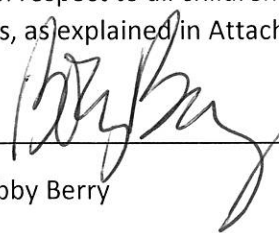
1ST QUARTER – JANUARY – MARCH 2013

1. Children’s programming may not contain more than 10.5 minutes of total commercial matter per clock hour on weekends and not more than 12.0 minutes of total commercial matter per clock on weekdays.
2. On the after January 1, 2006, children’s programming may not direct viewers to an interest website unless the website offers a substantial amount of bona fide program related or other non-commercial content: (ii) the website is not designed “primarily” for commercial purposes (that is, e-commerce or advertising); (iii) the website’s home page and other menu pages clearly distinguish between the website’s commercial and non-commercial sections; and (iv) the pages of the website to which viewers are directed is not for e-commerce, advertising or other commercial purposes (that is, the page has no links labeled “store” or the direct link to other pages with commercial material).
3. On and after January 1, 2006, neither children’s programming nor commercials aired during children’s programming may display internet website addresses that viewers to internet websites that utilize a program’s character to advertise, promote or sell products or services.

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

That it complied fully with the FCC’s commercial limits with respect to all children’s programs broadcast during this quarter is 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.



Bobby Berry
General Manager

WCBI-TV

4 / 9 / 13

Date

WCBI – DT2 / ECBI (My Mississippi)

4 -2 (35 - 3)

Children’s Educational Programming

1st QUARTER – JANUARY – MARCH 2013

STATEMENT

This statement is designed to furnish you with additional information concerning the commercial matter contained in the network’s children’s programs, and to enable you to more easily comply with the requirements of the Children’s Television Act of 1990.

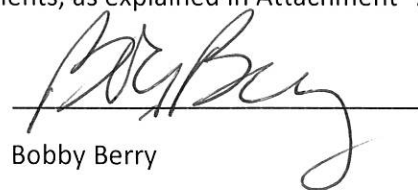
The Following List of all E/I programs which were broadcast with the intention of primarily reaching an audience of children seventeen years old and younger that were scheduled for broadcast during the quarter. Each of these programs were formatted to allow for no more than 10.5 minutes of commercial time per hour on weekends and 12 minutes of commercial time per hour on weekdays.

The “E/I” notification represents “core” educational programming meets the FCC educational programming guide three (3) hour processing guide.

After review of the internal station records and documentation provided to us by program suppliers WCBI-TV herby certifies.

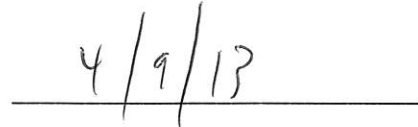
That it complied fully with the FCC’s commercial limits with respect to all children’s programs broadcast during this quarter is subject to those requirements.

That is 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.



Bobby Berry
General Manager

WCBI-TV



Date

2013 1ST Quarter Children's Programming

ECBI (WCBI-DT2 – 35-3)

PROGRAM ANIMAL RESCUE
RATING TV-G (13-16)
LENGTH 30 MINUTES

PROGRAM DOG TALES
RATING TV-G (13-16)
LENGTH 30 MINUTES

PROGRAM CAREER DAY
RATING TV-G (13-16)
LENGTH 30 MINUTES

PROGRAM YOUNG IKONS
RATING TV-G (13-16)
LENGTH 30 MINUTES

PROGRAM WILD AMERICA
RATING TV-G (13-16)
LENGTH 30 MINUTES

PROGRAM DRAGONFLY
RATING TV-G (13-16)
LENGTH 30 MINUTES

WCBI – DT3 / GCBI (No. MS CW4)

4 -3 (35 - 4)

Children's Educational Programming

1st QUARTER – JANUARY – MARCH 2013

The CW Television Network Children's Programming

STATEMENT

This statement is designed to furnish you with additional information concerning the commercial matter contained in the network's children's programs, and to enable you to more easily comply with the requirements of the Children's Television Act of 1990.

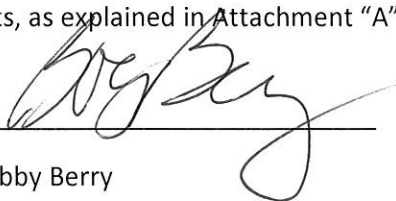
The following is a list of all CW Television Network programs which were produced and broadcast with the intention of primarily reaching an audience of children twelve years old and younger that were scheduled for broadcast during the first quarter of 2013. Each of these programs were formatted to allow for no more than 10.5 minutes of commercial time per hour on weekends. The actual number of network commercial minutes were included in the network traffic reports for the first quarter of 2013, which each affiliated station has received heretofore.

The "E/I" notification represents "core" educational programming meets the FCC educational programming guide three (3) hour processing guide.

After review of the internal station records and documentation provided to us by program suppliers WCBI-TV hereby certifies.

That it complied fully with the FCC's commercial limits with respect to all children's programs broadcast during this quarter is 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.



Bobby Berry
General Manager

WCBI-TV
4/9/13

Date