

## COMMERCIAL LIMIT CERTIFICATION

I, Stuart A. Muck in the capacity as Chief Engineer for Pappas Telecasting of Wisconsin, LP, representing television station WIWN (TV) DTV Channel 5.1, Fond du Lac, WI, hereby certify that for the period of July 1, 2013 to September 30, 2013:

1) I am familiar with and the station is in compliance with the commercial limits imposed by section 73.670 of the FCC's rules (no more than 12 minutes per hour of commercial material may be broadcast during children's programming\* during the week, and no more than 10½ minutes per hour on weekends).

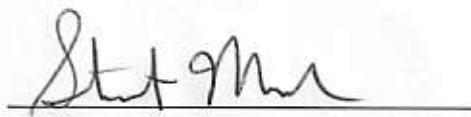
2) Attached as Exhibit 1 is a true and correct list of all children's programming aired during the period listed above.

The Children's Television Act and the FCC's rules require that Children's programming may not contain more than 10.5 minutes of commercial matter per clock hour on weekends and no more than 12.0 minutes of commercial matter per clock hour on weekdays. In addition, Children's programming may not direct viewers to an internet website unless the website offers 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 non-commercial 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, WIWN (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.

Certified by me this 22nd day of October, 2013.

A handwritten signature in black ink, appearing to read "Stuart Muck", is written over a horizontal line.

Stuart Muck, Chief Engineer

\* "Children's programming" when used here means programming originally produced and broadcast primarily for an audience of children 12 years old and under.

## WIWN COMMERCIAL LIMIT CERTIFICATION – EXHIBIT 1

**WIWN-DT 68** (serving the Milwaukee, WI market) aired the following Educational / Informational children's programming for the period July 1, 2013 through September 30, 2013:

**Mustard Pancakes** is a 30-minute children's program that airs Sundays at 9:00 am, 9:30 am, and 10:00 am. Aired 39 times during 3rd quarter 2013

Target age is 3 to 6 years.

### **Program Description:**

**Mustard Pancakes** is a show designed for 3 to 6-year-olds featuring puppets, music, and segments about other lands. Mustard Pancakes is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courtney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo. Definitely an offbeat family! Courtney's home is warm, friendly and inviting. Mustard Pancakes is a cozy place where all children feel comfortable hanging out, singing songs and hearing stories.

**Gina D's Kids Club** is a 30-minute children's program that airs Sunday's at 10:30 am and 11:00 am. Aired: 26 times during 3rd quarter 2013.

Target age is 2 to 6 years.

### **Program Description:**

Hosted by mild, friendly Gina D, **Gina D's Kids Club** revolves around a group of magical friends who live together in a small town. Combining live-action skit's with puppetry and 3-D animation, Gina D and her friends Pierre, TV Ted, and Simon Wannabe sing and dance their way through lessons about friendship, self-development, self-esteem, and even math and reading. They also speak directly to viewers, inviting them to join in.

**Mouse in the House** is a 30-minute children's program that airs Sunday's at 11:30 am. Aired: 13 times during 3rd quarter 2013.

Target age is 2 to 12 years.

### **Program Description:**

**Mouse in the House** is a science series that educates junior school children about science concepts. It introduces children to science and math by exploring fundamental principles such as gravity, pressure, kinetics, magnetism etc., by conducting science experiments in an integrated and entertaining way. It is produced using a combination of 3D animation and live footage. The host, Max, is a 3d animated mouse in a 3D animated laboratory setting. Max the mouse talks to the audience and the participants, explaining what the science concept and experiment is and how to perform it. The participants are junior high school children guided by a science facilitator. Together they perform the experiment instructed by Max the Mouse. Max also proceeds via 3D animation to explain the outcome of the experiment and how it happened. It ends with Max the Mouse giving a funny "Tongue Twister" for the children to muddle over.