

WDRB-TV

LOUISVILLE, KENTUCKY

INDEPENDENCE TELEVISION COMPANY

COMMERCIAL LIMITS COMPLIANCE CERTIFICATION

FOURTH QUARTER, 2016

WDRB - LOUISVILLE

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

FOURTH QUARTER 2016

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.

Consequently, Independence Television Company hereby certifies that it complied with the FCC's commercial limits in children's programming during this quarter, except to the extent noted above.



Bill Lamb
President & General Manager
WDRB-TV

Date: 11/4/17