

# **WOWT-DT CHILDREN'S TV PROGRAMMING COMMERCIAL CERTIFICATION**

**2<sup>nd</sup> Quarter 2006**

**WOWT-DT TV** certifies that all children's television programs carried during this quarter, which are identified below, were formatted so that, as a matter of standard policy and practice, the programs would not exceed the following commercial time limits in Section 73.670 of the FCC's rules:

Weekdays: 12:00 minutes in any hour program (6:00 in any stand alone half-hour program). Weekends: 10:30 minutes in any hour program (5:15 in any stand alone half-hour program). Commercial matter was prorated in the same proportion for any children's program over five minutes, but less than a half-hour in duration, that aired outside a longer children's program.

## **WOWT and WOWT-DT 6-1**

<b><u>Program Title</u></b>	<b><u>Day and Time Carried</u></b>	<b><u>Duration</u></b>
Standard		
Kenny the Shark	Saturdays, 9-9:30am	30 Minutes
Time Warp Trio	Saturdays, 9:30-10am	30 Minutes
Trading Spaces: Boys v. Girls	Saturdays, 10-10:30am	30 Minutes
Darcy's Wild Life	Saturdays, 10:30-11am	30 Minutes
Flight 29 Down	Saturdays, 11-11:30am	30 Minutes
Endurance	Saturdays, 11:30am-Noon	30 Minutes

## **WOWT-DT 6-2 (UPN Omaha)**

### **Program Title**

No kids' programs on UPN Omaha are designed for children 12 and under. All programming is designed for the target ages of 13-16+.

Note: Above times are standard scheduled air times. Occasionally, programming is moved to their second homes to accommodate special needs. Please see weekly certification check sheets and/or FCC 398 for actual air times.

**THERE WERE NO TIME PERIODS IN THIS QUARTER DURING WHICH THE COMMERCIAL TIME LIMITS STATED ABOVE WERE EXCEEDED.**

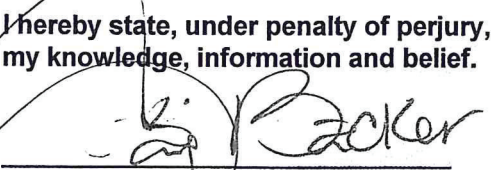
YES

X

NO

If no, details are provided of each such instance on Attachments A and B (network).

**I hereby state, under penalty of perjury, that the foregoing is true, correct and complete to the best of my knowledge, information and belief.**

  
\_\_\_\_\_  
Gail L. Backer  
Director, Programming Public Affairs  
and Human Resources

Date: June 26, 2006

**ATTACHMENT A****2<sup>nd</sup> Quarter, 2006****Commercial Time Limit Overruns**

Listed below are details about each time period in this quarter during which the commercial time limits were inadvertently exceeded.

<b><u>Program</u></b>	<b><u>Day, Date &amp; Time Carried</u></b>	<b><u>Amount of Time Overrun</u></b>
Endurance	Saturday, 6/17/06, 7:30am	15 seconds

**Explanation of each non-network commercial time overrun:**

Please see attached detail/documentation as Attachment B.

**DEFINITIONS:** Commercial Matter: Air time sold for purposes of selling a product or service; Children's Programming: Programs originally produced and broadcast primarily for an audience of children 12 years old or under; Commercial Limits in Section 73.670 of the FCC rules: 10:30 minutes of commercial matter on weekends; 12:00 minutes per hour on weekdays. (Commercial time limits are calculated on the clock hour; i.e., commercial matter in breaks before and after a children's program is counted to the extent it falls with the same clock half-hour or hour as the children's program. Commercial time limits must be prorated for programs less than an hour long but more than five minutes, e.g., 5:15 minutes weekends/6:00 minutes weekdays are the limits for stand alone half-hour programs.)



**Gail Backer**

**From:** Gail Backer  
**Sent:** Monday, June 19, 2006 3:15 PM  
**To:** WOWT-TV Traffic (E-mail); Heath, Annette (E-mail)  
**Cc:** Rachow, Amanda (E-mail); Jonas, Frank (E-mail)  
**Subject:** Children's Programming Commercial Limitations  
**Importance:** High

There was a commercial overrun of 15 seconds above the FCC commercial limitations in ENDURANCE which aired Saturday, 6/17/06 at 7:30am. I am told the commercials were overlooked with the program moving from it's regular time period to its second home. The move of this program to its second home assignment took place due to golf programming. Please be reminded that commercial limitations apply to children's programming at all times, even when the program moves to its second or other alternate time period.

In looking further into this, it appears there may be some confusion regarding the commercial limitations report form provided for completion. The time shown as "available" should be a reflection of total time available (national and local) within the program and should be changed weekly as necessary to agree with the program format. Somehow the totals from a previous report were just left in there and, I believe, assumed as a standard for the limits. This total is not the guideline to the limitations but instead is the total available inventory time in a given program for commercials, promos and/or PSAs. (Previously instructed by FCC attorneys to show total time available compared to actual amount of time filled with only commercial matter.) The form should be provided for completion with these columns blank and the traffic person should be filling in the total available time weekly as they do the actual time filled with commercial content.

Commercial limitations/restrictions remain at 5 minutes and 15 seconds per any stand-alone half hour program (10 minutes, 30 seconds for an hour-long program of which we have none). I've added this to the top of the form I'm attaching as a reminder but if running no commercials locally, we shouldn't experience any problem.

Again as a reminder and to prevent further infractions, please note that **our general policy is to not run ANY local commercials within children's programming at whatever time the children's program should air**. If you have any questions, comments or suggestions, please let me know. Thanks!

*Gail*



**Gail Backer**  
**Director, Programming, Public**  
**Affairs and Human Resources**  
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6/19/2006

**SCHEDULE OF PROGRAMS FOR CHILDREN 12 AND UNDER FOR WEEK ENDING: 6-17**  
 (Copy of form should accompany log and be seen/acknowledged by Traffic and Master Control. Original to Programming Director.)

6/17/2006

Program	Scheduled			Total # of Commercial Minutes						Within Limits? Y/N
	Date	Start Time	Duration	Available		Filled				
				National	Local	National	Local			
WEEKDAY PROGRAMS (12:00 minutes per clock hour):										
<u>None</u>										
WEEKEND PROGRAMS (10:30 minutes per clock hour):										
<u>Kenny the Shark E/I 9-14</u>	6/17/2006	9:00am	:30	3:30	1:30	3:30	0			Y
<u>Time Warp Trio E/I 9-14</u>	6/17/2006	9:30am	:30	4:00	1:30	4:00	0			Y
<u>Trading Spaces: Boys vs. Girls E/I 9-14</u>	6/17/2006	10:00am	:30	3:30	1:30	3:30	0			Y
<u>Darcy's Wild Life E/I 9-14</u>	6/17/2006	10:30am	:30	4:00	1:30	4:00	0			Y
<u>Flight 29 Down E/I 9-14</u>	6/17/2006	11:00am	:30	3:30	1:30	3:30	0			Y
<u>-Endurance E/I 9-14</u>	6/17/2006	11:30am	:30	4:00	1:30	4:00	0			Y
<u>Endurance 7:30 A</u>	6/17/2006	7:30 A								

IMPORTANT NOTE TO MASTER CONTROL: "Make Goods" which are not shown on the final log for these programs are NOT to be run adjacent to or within any of the above programs.

Completed By: Cindy M. [Signature]

Date: \_\_\_\_\_

OK  
 [Signature]  
 6-19-06

15  
 over