



Federal Communications Commission
Washington, D.C. 20554

July 28, 2006

DA 06-1516
Released: July 28, 2006

CERTIFIED MAIL – RETURN RECEIPT REQUESTED

New World Communications of Tampa, Inc.
WTVT(TV)
c/o Molly Pauker, Esquire
5151 Wisconsin Avenue, N.W.
Washington, D.C. 20016

Re: New World Communications of Tampa, Inc.
WTVT(TV), Tampa, FL
Facility ID No. 68569
File No. BRCT-20040927AMD

Dear Licensee:

This refers to your license renewal application for station WTVT(TV), Tampa, FL.

In the Children's Television Act of 1990, Pub. L. No. 101-437, 104 Stat. 996-1000, *codified at* 47 U.S.C. Sections 303a, 303b and 394, Congress directed the Commission to adopt rules, *inter alia*, limiting the number of minutes of commercial matter that television stations may air during children's programming, and to consider in its review of television license renewals the extent to which the licensee has complied with such commercial limits. Pursuant to this statutory mandate, the Commission adopted Section 73.670 of its Rules (the Rules), 47 C.F.R. § 73.670, which limits the amount of commercial matter which may be aired during children's programming to 10.5 minutes per hour on weekends and 12 minutes per hour on weekdays. *Children's Television Programming*, 6 FCC Rcd 2111, 2118, *recon. granted in part*, 6 FCC Rcd 5093, 5098 (1991). The commercial limitations became effective on January 1, 1992. *Children's Television Programming*, 6 FCC Rcd 5529, 5530 (1991).

On September 27, 2004, you filed the above-referenced license renewal application for station WTVT(TV). In response to Section IV, Question 5 of that application, you certify that, during the previous license term, station WTVT(TV) failed to comply with the limitations on commercial matter in children's programming specified in Section 73.670 of the Rules. In Exhibit 19, you indicate that station WTVT(TV) exceeded the children's television commercial limits by 30 seconds on October 4, 1997. You attribute the violation to a technical error in airing a commercial make-good and maintain that station WTVT(TV) has taken corrective actions to prevent further overages.

It appears from the information before us that the overage in question was an isolated and inadvertent violation of the children's television commercial limits. Such *de minimis* violation of Section 73.670 of the Rules does not warrant further consideration in connection with WTVT(TV)'s renewal application.

Accordingly, IT IS ORDERED that, a copy of this Letter shall be sent by First Class and Certified Mail, Return Receipt Requested, to the licensee at the address listed above, and to Molly Pauker, Esq., TVT License, Inc., 5151 Wisconsin Avenue, N.W., Washington, D.C., 20016.

Sincerely,

Barbara A. Kreisman
Chief, Video Division
Media Bureau