



Federal Communications Commission
Washington, D.C. 20554

December 20, 2006

DA 06-2551

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CERTIFIED MAIL – RETURN RECEIPT REQUESTED

Cranston II, LLC
KMCC(TV)
3100 South Needles Highway
Suite 1700
Laughlin, NV 89029

Re: Cranston II, LLC
KMCC(TV), Laughlin, NV
Facility ID No. 41237
File No. BRCT-20060601APU

Dear Licensee:

This refers to your license renewal application for station KMCC(TV), Laughlin, NV.

Under the Commission's rules implementing the Children's Television Act of 1990 (CTA),¹ each television broadcast station licensee has an obligation, during its license term, to air programming that serves the educational and informational needs of children through both the licensee's overall programming and programming "specifically designed" to educate and inform children (core programming).² In *Policies and Rules Concerning the Children's Television Programming, Revision of Programming Policies for Television Broadcast Stations*,³ the Commission adopted several public information initiatives to improve the information to the public regarding programming broadcasters air to fulfill their statutory obligation. One of the public information initiatives requires licensees to provide to publishers of program guides, information identifying programming specifically designed to educate and inform children, including an indication of the age group for which the program is intended.⁴ In the *Children's Television Programming Order*, the Commission stated its belief that "program guides are an effective means of providing parents with advance notice of scheduling of educational programs."⁵ Moreover, the Commission indicated that this information would help parents to

¹ Pub. L. No. 101-437, 104 Stat. 996-1000, codified at 47 U.S.C. Sections 303a, 303b and 394.

² 47 C.F.R. § 73.671(a).

³ 11 FCC Rcd 10660 (1996) (*Children's Television Programming Order*).

⁴ 47 C.F.R. § 73.673.

⁵ *Children's Television Programming Order*, 11 FCC Rcd at 10689.

find appropriate programs for their children and others who want to monitor a station's compliance with the CTA.⁶ The Commission acknowledged, however, that broadcasters cannot require program guide publishers to print this information.⁷ Nonetheless, the Commission concluded that the information is more likely to be included in program listings if broadcasters regularly provide it.

On June 1, 2006, you filed a license renewal application (FCC Form 303-S) for station KMCC(TV), Laughlin, Nevada (File No. BRCT-20060601APU). In response to Section IV, Question 9 of that application, you certify that, station KMCC(TV) failed to provide information identifying each core program aired on its station, including an indicate of the target child audience, to publishers of program guides.⁸ In Exhibit 23, you state that during the third and fourth quarters of 2005, the station did not provide information identifying core programs to publishers of program guides.

Based on the record before us, we think that an admonition is warranted for the station's failure to identify for publishers of program guides information identifying core programs. Although we do not rule out more severe sanctions for violations of this nature in the future, we have determined that an admonition is appropriate at this time. Therefore, based upon the facts and circumstances before us, we ADMONISH you for the admitted violation of Section 73.673 described in station KMCC(TV)'s renewal application.

In evaluating an application for license renewal, the Commission's decision is governed by Section 309(k)(1) of the Communications Act of 1934, as amended (the Act).⁹ Section 309(k)(1) provides that if, upon consideration of the application and pleadings, we find that (1) the station has served the public interest, convenience, and necessity; (2) there have been no serious violations of the Act or the Commission's Rules; and (3) there have been no other violations which, taken together, constitute a pattern of abuse, we are to grant the renewal application.¹⁰ If, however, the licensee fails to meet that standard, the Commission may deny the application – after notice and opportunity for a hearing under Section 309(e) of the Act – or grant the application “on terms and conditions that are appropriate, including a renewal for a term less than the maximum otherwise permitted.”¹¹

On balance, we find that Cranston II, LLC's violation of Section 73.673 does not constitute “serious violations” of the Commission's Rules warranting designation for evidentiary hearing.

⁶ *Id.*

⁷ *Id.*

⁸ 47 C.F.R. § 73.673.

⁹ 47 U.S.C. § 309(k).

¹⁰ 47 U.S.C. § 309(k)(1). The renewal standard was amended to read as described by Section 204(a) of the Telecommunications Act of 1996, Pub. L. No. 104-104, 110 Stat. 56 (1996). See *Implementation of Sections 204(a) and 204(c) of the Telecommunications Act of 1996, Order*, 11 FCC Rcd 6363 (1996).

¹¹ 47 U.S.C. §§ 309(k)(2), 309(k)(3).

Moreover, we find no evidence of violations that, when considered together, evidence a pattern of abuse. Further, we find that station KMCC(TV) served the public interest, convenience, and necessity during the subject license term. We will therefore grant the license renewal application below.

Accordingly, IT IS ORDERED that, a copy of this Letter shall be sent by First Class and Certified Mail, Return Receipt Requested to Cranston II, LLC at the address listed above, and to its counsel, Robert J. Rini, Esquire, Rini Coran, PC, 1615 L Street, N.W., Suite 1325, Washington, D.C. 20036.

Finally, IT IS ORDERED that, pursuant to Section 309(k) of the Communications Act of 1934, as amended, the application (File No. BRCT-20060601APU) of Cranston II, LLC for renewal of license for station KMCC(TV), Laughlin, Nevada IS HEREBY GRANTED.

Sincerely,

Barbara A. Kreisman
Chief, Video Division
Media Bureau