



Federal Communications Commission
Washington, D.C. 20554

February 24, 2006

DA 06-407

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CERTIFIED MAIL – RETURN RECEIPT REQUESTED

WWWB-TV, Inc.
WWWB(TV)
P.O. Box 668400
Charlotte, North Carolina 28266-8400

Re: WWWB-TV, Inc.
WWWB(TV), Rock Hill, South Carolina
Facility ID No. 20624
File No. BRCT-20040730AFN

Dear Licensee:

This refers to your license renewal application for station WWWB(TV), Rock Hill, South Carolina.

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 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. The Commission also reaffirmed and clarified its long-standing policy against "program-length commercials." The Commission defined a "program-length commercial" as "a program associated with a product, in which commercials for that product are aired," and stated that the entire duration of any program-length commercial would be counted as commercial matter for the purpose of the children's television commercial limits. *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 July, 30, 2004, you filed the above-referenced license renewal application for station WWWB(TV). In response to Section IV, Question 5 of that application, you certify that, during the previous license term, WWWB(TV) failed to comply with the limitations on commercial matter in children's programming specified in Section 73.670 of the Commission's Rules. In Exhibit 19 to that application, you indicate that station WWWB(TV) exceeded the children's

television commercial limits on three occasions.¹ First you report that on September 10, 2003, station WWWB(TV) aired a General Mills commercial containing Yu-Gi-Oh characters during the “Yu-Gi-Oh” program. Second, you indicate that an overage of 90 seconds in duration occurred on October 18, 2003. You attribute this overage to errors on the part of the company that inserts commercial content into all WB Network programming and provides uplink services for satellite dissemination of network programming to the station and other WB Network affiliates. Finally, you describe the corrective measures taken to ensure future compliance.

The third incident, which you believe does not constitute a violation of the children’s television commercial limits, involved station WWWB(TV)’s broadcast on September 24, 2002, of a 30-second commercial for the Gameboy Advance E-Reader during the “Pokemon” program. You maintain that during the commercial, fleeting partial images of three “Pokemon” game cards were shown for approximately 1.04 seconds and that the audio made no reference to “Pokemon.” According to your description, only the letters “MON” were visible and no “Pokemon” characters were identifiable. This incident was not a violation of the children’s television commercial limits, you opine, because there is no likelihood that children would perceive any connection between the “Pokemon” program and the Gameboy Advance E-Reader commercial.

As a preliminary matter, we note that Congress was particularly concerned about program-length commercials because young children often have difficulty distinguishing between commercials and programs. S. Rep. No. 227, 101st Cong., 1st Sess. 24 (1989). Thus, in *Children’s Television Programming*, the Commission made it clear that program-length commercials, by their very nature, are extremely serious violations of the children’s television commercial limits, stating that the program-length commercial policy “directly addresses a fundamental regulatory concern, that children who have difficulty enough distinguishing program content from unrelated commercial matter, not be all the more confused by a show that interweaves program content and commercial matter.”² 6 FCC Rcd at 2118. Accordingly, in interpreting and applying the Commission’s policies regarding program-length commercials, we are concerned about and dealing with the cognitive abilities of young children, not adults. *See, e.g., Scripps Howard Broadcasting Company (KNXV-TV)*, 12 FCC Rcd 19504, 19505 (MMB 1997) (*Scripps Howard*), *aff’g* 9 FCC Rcd 2547 (MMB 1994).

With this in mind, we disagree with WWWB-TV, Inc. that the broadcast of the commercial for the Gameboy Advance E-Reader during the “Pokemon” program does not constitute a program-length commercial. Although you contend that the “Pokemon” game cards appeared for

¹ On January 14, 2000, the Commission granted an application to assign the license for station WWWB(TV) from TV 55, LLC, to Capitol Broadcasting Company, Inc. (File No. BALCT-19991116AJJ). That assignment transaction was consummated on February 18, 2000. Further, on March 28, 2000, the Commission granted an application for the *pro forma* assignment of the license for station WWWB(TV) from Capitol Broadcasting Company, Inc., to WFVT-TV, Inc. (BALCT-20000313AAN). That transaction was consummated on March 28, 2000.

² To avoid being considered a program-length commercial, commercial matter related to a children’s program must be separated from that program “by intervening and unrelated program material.” *Children’s Television Programming (Recon.)*, 6 FCC Rcd at 5099. To prevent confusion, the Commission “specifically note[d] that intervening commercial matter will not suffice as a separation device.” *Id.* at 5099 n.89.

approximately 1.04 seconds during the commercial, it is well-established that the determination as to whether a particular program is a program-length commercial is not dependent on the duration of the appearance of the program-related product in the commercial announcement. The Commission has stated on numerous occasions that, where a commercial announcement includes a product related to the program in which the commercial is broadcast, then the program is a program-length commercial regardless of the duration of the appearance of the program-related product in the commercial. *UTV of San Francisco, Inc. (KBHK-TV)*, 10 FCC Rcd 10986, 10988 (1995); *see also WPIX, Inc.*, 14 FCC Rcd 9077 (MMB 1999) (commercial for “Spirit of Mickey” home video showing brief image of Donald Duck on cover of video aired during “Quack Pack” program); *Act III Broadcasting License Corp. WUTV(TV)*, 10 FCC Rcd 4957 (1995), *aff’d*, 13 FCC Rcd 10099 (MMB 1997) (commercial for a fast food restaurant promoting a trip to Disney World as a contest prize contained a brief image of Goofy and aired during the program “Goof Troop”). Moreover, we believe that, in the context of the cognitive abilities of young children, there is the potential for confusion between the Gameboy commercial and the “Pokemon” program regardless whether any “Pokemon” character is depicted given the image of a “Pokemon” game card contained in the commercial and the consequent likelihood that children may associate it with the program. Based on these circumstances, where there is a clear potential for confusion in the minds of young children, the Commission’s program-length policy is applicable. *Scripps Howard*, 12 FCC Rcd at 19506.

Regarding the reason given for the conventional overage, the fact that it was inserted into the program by station WWWB(TV)’s television network does not relieve WWWB(TV) of responsibility for the violation. In this regard, the Commission has consistently held that a licensee’s reliance on a program’s source or producer for compliance with our children’s television rules and policies will not excuse or mitigate violations which do occur. *See, e.g., Max Television of Syracuse, L.P. (WSYT(TV))*, 10 FCC Rcd 8905 (MMB 1995); *Mt. Mansfield Television, Inc. (WCAX-TV)*, 10 FCC Rcd 8797 (MMB 1995); *Boston Celtics Broadcasting Limited Partnership (WFXT(TV))*, 10 FCC Rcd 6686 (MMB 1995). Furthermore, corrective actions may have been taken to prevent subsequent violations of the children’s television rules and policies, but that, too, does not relieve WWWB(TV) of liability for the violations which have occurred. *See, e.g., WHP Television, L.P. (WHP-TV)*, 10 FCC Rcd 4979, 4980 (MMB 1995); *Mountain States Broadcasting, Inc. (KMSB-TV)*, 9 FCC Rcd 2545, 2546 (MMB 1994); *R&R Media Corporation WTWS(TV)*, 9 FCC Rcd 1715, 1716 (MMB 1994); *KEVN, Inc. (KEVN-TV)*, 8 FCC Rcd 5077, 5078 (MMB 1993); *International Broadcasting Corp.*, 19 FCC 2d 793, 794 (1969).

While we consider any violation of our rules limiting the amount of commercial matter in children’s programming to be significant, the conventional overage and the two program-length commercials described in your renewal application appear to have been isolated occurrences. 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 violations of the children’s television commercial limits rule and policies described in station WWWB(TV)’s renewal application. We

remind you that the Commission expects all commercial television licensees to comply with the limits on commercial matter in children's programming.

Accordingly, IT IS ORDERED that, a copy of this Letter shall be sent by First Class and Certified Mail, Return Receipt Requested to WWWB-TV, Inc. at the address listed above, and to its counsel, Marvin Rosenberg, Esquire, Holland & Knight LLP, 2099 Pennsylvania Avenue, N.W., Suite 100, Washington, D.C. 20006-6801.

Sincerely,

Barbara A. Kreisman
Chief, Video Division
Media Bureau