



Federal Communications Commission  
Washington, D.C. 20554

February 24, 2006

**DA 06-408**

**Released: February 24, 2006**

**CERTIFIED MAIL – RETURN RECEIPT REQUESTED**

Media General Communications, Inc.  
WNCT-TV  
333 East Franklin Street  
Richmond, VA 23219

Re: Media General Communications, Inc.  
WNCT-TV, Greenville, NC  
Facility ID No. 57838  
File No. BRCT-20040802BDJ

Dear Licensee:

This refers to your license renewal application for station WNCT-TV, Greenville, NC.

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. *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 August 2, 2004, you filed the above-referenced license renewal application for station WNCT-TV. In response to Section IV, Question 5 of that application, you certify that, during the previous license term, station WNCT-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 25 to the renewal application, you indicate that station WNCT-TV exceeded the children's television commercial by 90 seconds on February 22, 1997. You attribute this overage to human error in airing a commercial make good and claim that station WNCT-TV took corrective measures to prevent future violations of the commercial limits.

It appears from the information before us that the overage in question was an isolated violation of the children's television commercial limits. Such *de minimis* violation of Section 73.670 of

the Commission's Rules does not warrant further consideration in connection with WNCT-TV's renewal application which remains pending at this time.

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 Kevin P. Latek, Esquire, Dow, Lohnes & Albertson, PLLC, 1200 New Hampshire Avenue, N.W., Suite 800, Washington, D.C. 20036.

Sincerely,

Barbara A. Kreisman  
Chief, Video Division  
Media Bureau