



Federal Communications Commission
Washington, D.C. 20554

April 16, 2007

DA 07-1726

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CERTIFIED MAIL – RETURN RECEIPT REQUESTED

C-28 FCC Licensee Subsidiary, LLC
WLWC(TV)
2175 K Street, N.W.
Suite 350
Washington, D.C. 20037

Re: C-28 FCC Licensee Subsidiary, LLC
WLWC(TV), New Bedford, Massachusetts
Facility ID No. 3978
File No. BRCT-20061201AGD

Dear Licensee:

This refers to your license renewal application for station WLWC(TV), New Bedford, Massachusetts.

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.¹ The commercial limitations became effective on January 1, 1992.²

¹ *Children's Television Programming*, 6 FCC Rcd 2111, 2118, *recon. granted in part*, 6 FCC Rcd 5093, 5098 (1991).

² *Children's Television Programming*, 6 FCC Rcd 5529, 5530 (1991).

On December 1, 2006, you filed the above-referenced license renewal application for station WLWC(TV). In response to Section IV, Question 5 of that application, you certify that, during the previous license term, WLWC(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 and in a March 14, 2007 amendment to that application, you indicate that station WLWC(TV) violated the children's television commercial limits and policies on five occasions between November 4, 2001, and December 23, 2006. Of those violations, three were 15-seconds in duration, and one was two minutes in duration. You attribute the conventional overages to human error and inadvertence and describe corrective measures taken subsequently to prevent future violations. The fifth and remaining incident you reported occurred on December 23, 2006, when station WLWC(TV) aired a commercial for Post Cereal's Cocoa Pebbles during the "Xiaolin Showdown" program. You state that the commercial contained appearances of "Xiaolin Showdown" characters.

C-28 FCC Licensee Subsidiary, LLC's record of exceeding the children's television commercial limits on five occasions, including one program-length commercial, is unacceptable and means that children have been subjected to commercial matter in excess of the limits contemplated by Congress when it enacted the Children's Television Act of 1990. Congress was particularly concerned about program-length commercials because young children often have difficulty distinguishing between commercials and programs.³ Given this Congressional concern, 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."⁴

The only reason cited for the conventional overages, human error and/or inadvertence, does not mitigate or excuse the violations. In fact, the Commission has repeatedly rejected human error and inadvertence as a basis for excusing violations of the children's television commercial limits.⁵ Furthermore, while corrective actions may have been taken to prevent subsequent violations of the children's television rules and policies, this does not relieve C-28 FCC Licensee Subsidiary, LLC of liability for the violations which have occurred.⁶

³ S. Rep. No. 227, 101st Cong., 1st Sess. 24 (1989).

⁴ *Children's Television Programming*, 6 FCC Rcd at 2118.

⁵ See, e.g., *LeSea Broadcasting Corp. (WHKE(TV))*, 10 FCC Rcd 4977 (MMB 1995); *Buffalo Management Enterprises Corp. (WIVB-TV)*, 10 FCC Rcd 4959 (MMB 1995); *Act III Broadcasting License Corp. (WUTV(TV))*, 10 FCC Rcd 4957 (MMB 1995); *Ramar Communications, Inc. (KJTV(TV))*, 9 FCC Rcd 1831 (MMB 1994).

⁶ 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 violations 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 WLWC(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 its counsel, Anne Lucey, Esq., CBS Corporation, 601 Pennsylvania Avenue, N.W., Suite 540, Washington, D.C. 20004.

Sincerely,

Barbara A. Kreisman
Chief, Video Division
Media Bureau