



Federal Communications Commission  
Washington, D.C. 20554

January 31, 2007

**DA 07-366**

**Released: January 31, 2007**

**CERTIFIED MAIL – RETURN RECEIPT REQUESTED**

KASW-TV, Inc.  
KASW(TV)  
400 South Record Street  
Dallas, TX 75202

Re: KASW-TV, Inc.  
KASW(TV), Phoenix, AZ  
Facility ID No. 7143  
File No. BRCT-20060601AZQ

Dear Licensee:

This letter refers to your license renewal application for station KASW(TV), Phoenix, AZ.

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 June 1, 2006, you filed the above-referenced license renewal application for station KASW(TV). In response to Section IV, Question 5 of that application, you certify that, during the previous license term, station KASW(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, you indicate that station KASW(TV) exceeded the children's television commercial limits by 90 seconds on October 18, 2003. You attribute this overage to human error and/or inadvertence on the part of GDMX, the facility that compiled commercial and promotional content into all WB Network programming.

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 Commission's Rules is not an impediment to a renewal of KASW(TV)'s license.<sup>1</sup> Finding you fully qualified to remain a Commission licensee, we conclude that a grant of your application for renewal of license for station KASW(TV) would serve the public interest, convenience and necessity, and BRCT-20060601AZQ IS HEREBY GRANTED.

Accordingly, IT IS ORDERED that, a copy of this Letter shall be sent by First Class and Certified Mail, Return Receipt Requested to KASW-TV, Inc., at the address listed above, and to Kathleen Kirby, Esquire, Wiley Rein & Fielding LLP, 1776 K Street, N.W., Washington, D.C. 20006.

Sincerely,

Barbara A. Kreisman  
Chief, Video Division  
Media Bureau

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<sup>1</sup> 47 U.S.C. § 309(k)(1).