



Federal Communications Commission
Washington, D.C. 20554

January 31, 2007

DA 07-367

Released: January 31, 2007

CERTIFIED MAIL – RETURN RECEIPT REQUESTED

KFRE (TV) License, LLC
KFRE-TV
500 S. Chinowth Road
Visalia, CA 93277

Re: KFRE (TV) License, LLC
KFRE-TV, Sanger, CA
Facility ID No. 59013
File No. BRCT-20060809ADI

Dear Licensee:

This letter refers to your license renewal application for station KFRE-TV, Sanger, CA.

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 9, 2006, you filed the above-referenced license renewal application for station KFRE-TV. In response to Section IV, Question 5 of that application, you certify that, during the previous license term, station KFRE-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 KFRE-TV exceeded the children's television commercial limits by 30 seconds on five occasions between February 25, 2005, and March 4, 2006. You attribute the overages to human error.

It appears from the information before us that the overages in question were isolated and inadvertent violations of the children's television commercial limits. Such *de minimis* violations

of Section 73.670 of the Commission's Rules are not an impediment to a renewal of KFRE-TV's license.¹ Finding you fully qualified to remain a Commission licensee, we conclude that a grant of your application for renewal of license for station KFRE-TV would serve the public interest, convenience and necessity, and BRCT-20060809ADI 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 the licensee at the address listed above, and to Kathleen Victory, Esquire, Fletcher Heald & Hildreth, PLC, 1300 N. 17th Street, Suite 1100, Arlington, VA 22209.

Sincerely,

Barbara A. Kreisman
Chief, Video Division
Media Bureau

¹ 47 U.S.C. § 309(k)(1).