



Federal Communications Commission
Washington, D.C. 20554

October 5, 2007

DA 07-4166

Released: October 5, 2007

CERTIFIED MAIL – RETURN RECEIPT REQUESTED

WDJT-TV Limited Partnership
WDJT-TV
26 North Halsted Street
Chicago, Illinois 60661

Re: WDJT-TV Limited Partnership
WDJT-TV, Milwaukee, WI
Facility ID No. 71427
File No. BRCT-20050801ADL

Dear Licensee:

This letter refers to your license renewal application for station WDJT-TV, Milwaukee, WI.

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 1, 2005, you filed the above-referenced license renewal application for station WDJT-TV. In response to Section IV, Question 5 of that application, you certify that, during the previous license term, station WDJT-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 state that station WDJT-TV exceeded the children's television commercial limits by 34 seconds on December 28, 1997, and by 15 seconds on March 21, 1999. You attribute the overages to human error and/or inadvertence.

It appears from the information before us that the overages in question were *de minimis* violations of the children's television commercial limits. Such violations of Section 73.670 of

the Commission's Rules do not warrant further consideration in connection with WDJT-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 J. Brian DeBoice, Esquire, Cohn and Marks LLP, 1920 N Street, N.W., Suite 300, Washington, D.C. 20036-1622.

Sincerely,

Barbara A. Kreisman
Chief, Video Division
Media Bureau