

**Before the
Federal Communications Commission
Washington, D.C. 20554**

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In the Matter of Liability of)

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SECOND GENERATION OF IOWA, LTD.)

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Licensee of Television Station)

KFXA(TV), Cedar Rapids , Iowa)

Facility I.D. No. 35336)

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for a Forfeiture)

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MEMORANDUM OPINION AND ORDER

Adopted: February 13, 2001

Released: February 16, 2001

By the Commission:

1. The Commission has before it an Application for Review filed by Second Generation of Iowa, Ltd. (“Second Generation”), licensee of station KFXA(TV), Cedar Rapids, Iowa, concerning KFXA(TV)’s repeated violation of Section 73.670 of the Commission’s Rules, 47 C.F.R. § 73.670, which limits the amount of commercial matter that may be aired during children’s television programming. Second Generation seeks reversal of the decision of the Chief, Mass Media Bureau denying its petition for reconsideration¹ of the staff’s issuance of a Notice of Apparent Liability for forfeiture in the amount of seven thousand five hundred dollars (\$7,500) for Second Generation’s violation of 47 C.F.R. § 73.670.²

2. Second Generation presents no new facts or arguments in its Application for Review that would persuade us to change the Bureau’s decision. We have reviewed the Bureau’s action and find that its ruling was correct. There is no reason to disturb it. *See WAMC, Inc.*, 10 FCC Rcd 12219 (1995) (denying application for review raising essentially the same arguments as in the petition for reconsideration).

¹ *See Second Generation of Iowa, Ltd. (KFXA(TV))*, 15 FCC Rcd 9402 (MMB 2000) (“*KFXA(TV) Order*”).

² *Second Generation of Iowa, Ltd. (KFXA(TV))*, 13 FCC Rcd 3055 (MMB 1998).

3. Accordingly, IT IS ORDERED that the Application for Review filed by Second Generation IS DENIED.

FEDERAL COMMUNICATIONS COMMISSION

Magalie Roman Salas
Secretary