

FCC Children's Viewers Notification

WIAT-TV maintains quarterly reports and other records regarding its broadcast of children's educational and informational programming. This material is available for inspection by the public during our regular business hours at 2075 Golden Crest Drive, Birmingham. Comments or questions regarding this station's children's programming may be directed to Children's Programming Coordinator, 2075 Golden Crest Drive or by phone at 205-322-4200 (Extension 4134).

2008 First Quarter Children's Television Commercial Limits Report and Certification of Compliance

2008 First Quarter Children's Television Commercial Limits Report and Certification of Compliance

Re: CHILDREN'S TELEVISION COMMERCIAL LIMITS REPORT

Dear General Manager: April 2, 2008

Attached is the CBS Television Network Certification of Compliance with the Children's Television Commercial Limits for the First Quarter of 2008. Please give the certificate to the individual at your station responsible for the public file.

As you know, the Children's Television Act of 1990 requires every television station to place in its public file, no later than the tenth day after each quarter, documents certifying that all children's programming broadcast by the station during the quarter did not exceed the commercial limits imposed by the Act.

The attached document, which is suitable for placement in your public file, certifies that regularly scheduled children's programs distributed by the CBS Television Network were formatted to comply with the commercial limits, if they were broadcast by affiliates according to the sequence and schedule recommended by the Network in the order wire for the programs. You should augment this network certificate with additional documentation certifying that your station broadcast the core programs according to the sequence and schedule recommended by the Network, or, if you did not do so, that all the programs, as broadcast, nevertheless did not exceed commercial limits.

With regard to non-regularly scheduled children's programs, the attached document certifies that such programs distributed by the CBS Television Network were formatted to comply with the commercial limits. You should augment this network certificate with additional documentation certifying that in broadcasting these non-regularly scheduled network programs, your station did not exceed the station break time formatted for local affiliate commercials.

In addition to your responsibilities with respect to network programming, you must place in your public file certification of commercial compliance for any other children's programs subject to the commercial limits (i.e., programs designed and broadcast primarily for an audience of children aged 12 and under) broadcast by your station within the quarter. You may wish to speak with your broadcast counsel about such reports.

Information pertaining to network programming to assist in your preparation of the First Quarter, 2008 Children's Television Programming Report on FCC Form 398 was emailed to you on April 1, 2008.

If you have any questions, please contact your Affiliate Relations Regional Director.

Best regards,

Rhonda Troutman Brockmann
Senior Vice President,
Operations and Business Development
CBS Affiliate Relations

CERTIFICATION OF COMPLIANCE
WITH CHILDREN'S TELEVISION COMMERCIAL LIMITS
January 1, 2008 – March 31, 2008

During the above period, the CBS Television Network ("CBS"), a unit of CBS Corporation, disseminated to its owned and affiliated stations the following weekly programs originally produced and broadcast primarily for an audience of children 12 years of age and under:

CARE BEARS
STRAWBERRY SHORTCAKE
CAKE
HORSELAND
SUSHI PACK
DINO SQUAD

All of these programs were disseminated for weekend broadcast by CBS affiliates and owned stations.

I hereby certify that the children's programming disseminated by CBS during the period January 1, 2008 through March 31, 2008, was formatted to contain no more than the maximum amount of commercial time permitted under the Communications Act, as amended, 47 U.S.C. §303a, and 47 C.F.R. §73.670(a)-(d). Specifically, I certify that, in the form and sequence in which the programming was disseminated by CBS to its owned and affiliated stations for broadcast:

- (1) Each hour of weekend children's programming (containing either one hour-long program or two consecutive half-hour programs) contained no more than ten and one-half minutes (10:30) of network commercials and was formatted to contain no commercials supplied by the local station;
- (2) When, due to preemptions, the network disseminated during the weekend a half-hour children's program which was not part of an hour's block of children's programming, that program contained no more than five minutes fifteen seconds (5:15) of network commercials and was formatted to contain no commercials supplied by the local station.



Matthew Margo
Senior Vice President,
CBS Program Practices, New York

Date: April 1, 2008

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Children's Television Online Filing System

FCC > Media Bureau > KidVid > Confirmation

[site map](#)

Submission Confirmation

Confirmation Number 84763

Call Sign WIAT

Filing Quarter Date 03/31/2008

Filing Date 04/01/2008

Please send comments via standard mail to the Federal Communications Commission, Consumer and Governmental Affairs Bureau, 445 12th Street, S.W., Washington, D.C., 20554. Questions can also be answered by calling the FCC's National Call Center, toll free, at 1-888-Call FCC (1-888-225-5322).

Federal Communications Commission
445 12th Street SW
Washington, DC 20554
[More FCC Contact Information...](#)

Phone: 1-888-CALL-FCC (1-888-225-5322)
TTY: 1-888-TELL-FCC (1-888-835-5322)
Fax: 1-866-418-0232
E-mail: fccinfo@fcc.gov

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Federal Communications Commission

Washington, DC 20554

Approved by OMB

3060-0754

FCC 398

Children's Television Programming Report

Report reflects information for quarter: 1st Quarter 2008

Licensee Information - (click to hide section)

1. Call Sign	Channel Number	Community of License				
WIAT	Analog 42	City	State	County	Zip Code	
	Digital 30	Birmingham	Alabama	Jefferson	35209	

Licensee

New Vision Television LLC

Network CBS

Affiliation Nielsen DMA

Independent Birmingham

Facility ID Number Previous Call Sign (if applicable)

5360 WBMG

World Wide Web Home Page Address (if applicable)

www.wiat.com

License Renewal Expiration Date

04/01/2013 (mm/dd/yyyy)

Analog Core Programming - (click to hide section)

[Clear Section](#)

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. Section 73.671(c). 3.00

3. a. Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R Section 73.673? Yes No

b. Identify publishers who were sent information in 3.a.

The CBS Television Network provides information identifying the core programs it supplies to stations affiliated with the Network, including an indication of the target child audience, to the

4. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete the chart below for each Core Program.

Program 1

[Clear Program Data](#) [Delete Program](#)

Title of Program 1

CARE BEARS: ADVENTURES IN CARE-A-LOT

Origination

Network

Days / Times Program Regularly Scheduled

Saturday 7-7:30am 1/5-3/29

Total times aired at regularly scheduled time

13

Number of Preemptions

0

If preempted, complete Analog Preemption Report

Length of Program

30 minutes

Age of Target Child Audience

5 years to 7 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Care Bears are a group of funny, colorful bears, each with a special way of caring and a belly badge, which unleashes that bear's special caring power. The bears use their caring hearts and their belly badges to help each other and to thwart the evil plots of Grizzle, a

Does the Licensee identify the program by displaying throughout the program the symbol E/I? Yes No

Program 2

Title of Program 2		Origination	
STRAWBERRY SHORTCAKE		Network	
Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Analog Preemption Report
Saturday 7:30-8am 1/5-3/29	13	0	<input type="button" value="Create"/>
Length of Program	30 minutes		
Age of Target Child Audience	3 years to 6 years		

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

In this series, Strawberry Shortcake, a curious, self-confident leader, narrates stories of her and her friends' adventures in the richly-imagined world of Strawberry Land. Using her many positive qualities, Strawberry helps her friends, who share her values but not

Does the Licensee identify the program by displaying throughout the program the symbol E/I? Yes No

Program 3

Title of Program 3		Origination	
CAKE		Network	
Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Analog Preemption Report
Saturday 8-8:30am 1/5-3/29	13	0	<input type="button" value="Create"/>
Length of Program	30 minutes		
Age of Target Child Audience	8 years to 12 years		

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

CAKE is a live-action show-within-a-show about a teenage girl by the name of Cake, who, with the help of three friends, produces a cable access show. The series is designed to provide the viewers with two integrated levels of educational and informational experiences. On

Does the Licensee identify the program by displaying throughout the program the symbol E/I? Yes No

Program 4

Title of Program 4		Origination	
HORSELAND		Network	
Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Analog Preemption Report
Saturday 8:30-9am 1/5-3/29	13	0	<input type="button" value="Create"/>
Length of Program			

30 minutes
Age of Target Child Audience 9 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of

Does the Licensee identify the program by displaying throughout the program the symbol E/I? Yes No

Program 5

Clear Program Data Delete Program

Title of Program 5 SUSHI PACK Origination Network
Days / Times Program Regularly Scheduled Sunday 7-7:30am 1/6-3/30 Total times aired at regularly scheduled time 13 Number of Preemptions 0 If preempted, complete Analog Preemption Report

Length of Program 30 minutes
Age of Target Child Audience 9 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

SUSHI PACK is an animated series featuring an unlikely group of superheroes consisting of four small pieces of Sushi, and a tube of mustard. Through an accident involving an irradiation process, these characters are brought to life, and dedicate themselves to fighting

Does the Licensee identify the program by displaying throughout the program the symbol E/I? Yes No

Program 6

Clear Program Data Delete Program

Title of Program 6 DINO SQUAD Origination Network
Days / Times Program Regularly Scheduled Sunday 7:30-8am 1/6-3/30 Total times aired at regularly scheduled time 13 Number of Preemptions 0 If preempted, complete Analog Preemption Report

Length of Program 30 minutes
Age of Target Child Audience 9 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

DINO SQUAD is an animated program focusing on a group of five ordinary, but diverse teenagers, who, through an unusual accident, become contaminated with a substance that allows them to morph from humans into various species of dinosaurs. Their science teacher,

Does the Licensee identify the program by displaying throughout the program the symbol E/I? Yes No

1 empty Program Reports

Non-Core Educational and Informational Programming - (click to hide section)

- 5. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. Section 73.671. Complete chart below for each additional

such educational and informational program.

1 empty Program Reports

Sponsored Core Programming - (click to hide section)

- 6. List Core Programs, if any, aired by other analog stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. Section 73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

1 empty Program Reports

Program Details

Digital Core Programming - (click to hide section)

Clear Digital Core Program Section

- 7. a. State the average number of hours of Core Programming per week broadcast by the station on its main program stream. 3.00
 - b. Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel? Yes No
 - c. If 'Yes' to 7b, the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream. Yes No
- If 'No' to 7c, submit as an Exhibit a Statement of Explanation. *(You will be asked to submit this exhibit when you file Form 398 and are directed to the confirmation screen.)*

- 8. a. State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream. 168.00
- b. State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671. 3.00
- 9. a. Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R Section 73.673? Yes No

b. Identify publishers who were sent information in 9.a.
 The CBS Television Network provides information identifying the core programs it supplies to stations affiliated with the Network, including an indication of the target child

- 10. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program

Program 1

Clear Program Data

Title of Program 1		Origination	
CARE BEARS: ADVENTURES IN CARE-A-LOT		Network	
Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report
Saturday 7-7:30am 1/5-3/29	13	0	<input type="button" value="Create"/>
Length of Program	30 minutes		
Age of Target Child Audience	5 years to 7 years		
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.			
Care Bears are a group of funny, colorful bears, each with a special way of caring and a belly badge, which unleashes that bear's special caring power. The bears use their caring hearts and their belly badges to help each other and to thwart the evil plots of Grizzle, a			

Does the Licensee identify the program by displaying throughout the program the symbol E/I? Yes No

Program 2

Title of Program 2
 STRAWBERRY SHORTCAKE
 Origination
 Network
 Days / Times Program Regularly Scheduled
 Saturday 7:30-8am 1/5-3/29
 Total times aired at regularly scheduled time
 13
 Number of Preemptions
 0
 Length of Program
 30 minutes
 Age of Target Child Audience
 3 years to 6 years

If preempted, complete Digital Preemption Report

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

In this series, Strawberry Shortcake, a curious, self-confident leader, narrates stories of her and her friends' adventures in the richly-imagined world of Strawberry Land. Using her many positive qualities, Strawberry helps her friends, who share her values but not

Does the Licensee identify the program by displaying throughout the program the symbol E/I? Yes No

Program 3

Title of Program 3
 CAKE
 Origination
 Network
 Days / Times Program Regularly Scheduled
 Saturday 8-8:30am 1/5-3/29
 Total times aired at regularly scheduled time
 13
 Number of Preemptions
 0
 Length of Program
 30 minutes
 Age of Target Child Audience
 8 years to 12 years

If preempted, complete Digital Preemption Report

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

CAKE is a live-action show-within-a-show about a teenage girl by the name of Cake, who, with the help of three friends, produces a cable access show. The series is designed to provide the viewers with two integrated levels of educational and informational experiences. On

Does the Licensee identify the program by displaying throughout the program the symbol E/I? Yes No

Program 4

Title of Program 4
 HORSELAND
 Origination
 Network
 Days / Times Program Regularly Scheduled
 Saturday 8:30-9am 1/5-3/29
 Total times aired at regularly scheduled time
 13
 Number of Preemptions
 0
 Length of Program
 30 minutes
 Age of Target Child Audience
 9 years to 11 years

If preempted, complete Digital Preemption Report

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of

Does the Licensee identify the program by displaying throughout the program the symbol E/I? Yes No

Program 5

Title of Program 5	SUSHI PACK		Origination	Network
Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report	
Sunday 7-7:30am 1/6-3/30	13	0	<input type="button" value="Create"/>	
Length of Program	30	minutes		
Age of Target Child Audience	9	years to 11	years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

SUSHI PACK is an animated series featuring an unlikely group of superheroes consisting of four small pieces of Sushi, and a tube of mustard. Through an accident involving an irradiation process, these characters are brought to life, and dedicate themselves to fighting

Does the Licensee identify the program by displaying throughout the program the symbol E/I? Yes No

Program 6

Title of Program 6	DINO SQUAD		Origination	Network
Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report	
Sunday 7:30-8am 1/6-3/30	13	0	<input type="button" value="Create"/>	
Length of Program	30	minutes		
Age of Target Child Audience	9	years to 11	years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

DINO SQUAD is an animated program focusing on a group of five ordinary, but diverse teenagers, who, through an unusual accident, become contaminated with a substance that allows them to morph from humans into various species of dinosaurs. Their science teacher,

Does the Licensee identify the program by displaying throughout the program the symbol E/I? Yes No

1 empty Program Reports

11. Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? Yes No

If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired. (You will be asked to submit this exhibit when you file Form 398 and are directed to the confirmation screen.)

Non-Core Educational and Informational Programming - (click to hide section)

12. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. Section 73.671. Complete chart below for each additional such educational and informational program.

1 empty Program Reports

Sponsored Core Programming - (click to hide section)

13. List Core Programs, if any, aired by other stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. Section 73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

Program ID	Title of Program	Call Letters	Channel Number	Did Programming Increase?	Mark for Deletion
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1 empty Program Reports

Program Details

Other Matters - (click to hide section)

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete the chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel, or both channels.

Program 1

Clear Program Data Delete Program

Title of Program 1	Origination		
CARE BEARS: ADVENTURES IN CA	Network		
Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
Saturday 7-7:30am 1/5-3/29	13	30 minutes	5 years to 7 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Care Bears are a group of funny, colorful bears, each with a special way of caring and a belly badge, which unleashes that bear's special caring power. The bears use their caring hearts and their belly badges to help each other and to thwart the evil plots of Grizzle, a

Program 2

Clear Program Data Delete Program

Title of Program 2	Origination		
STRAWBERRY SHORTCAKE	Network		
Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
Saturday 7:30-8am 1/5-3/29	13	30 minutes	3 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

In this series, Strawberry Shortcake, a curious, self-confident leader, narrates stories of her and her friends' adventures in the richly-imagined world of Strawberry Land. Using her many positive qualities, Strawberry helps her friends, who share her values but not

Program 3

Clear Program Data Delete Program

Title of Program 3	Origination
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CAKE	Network		
Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
Saturday 8-8:30am 1/5-3/29	13	30 minutes	8 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

CAKE is a live-action show-within-a-show about a teenage girl by the name of Cake, who, with the help of three friends, produces a cable access show. The series is designed to provide the viewers with two integrated levels of educational and informational experiences. On

Program 4

Clear Program Data
Delete Program

Title of Program 4	Origination		
HORSELAND	Network		
Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
Saturday 8:30-9am 1/5-3/29	13	30 minutes	9 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of

Program 5

Clear Program Data
Delete Program

Title of Program 5	Origination		
SUSHI PACK	Network		
Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
Sunday 7-7:30am 1/6-3/30	13	30 minutes	9 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

SUSHI PACK is an animated series featuring an unlikely group of superheroes consisting of four small pieces of Sushi, and a tube of mustard. Through an accident involving an irradiation process, these characters are brought to life, and dedicate themselves to fighting

Program 6

Clear Program Data
Delete Program

Title of Program 6	Origination		
DINO SQUAD	Network		
Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
Sunday 7:30-8am 1/6-3/30	13	30 minutes	9 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

DINO SQUAD is an animated program focusing on a group of five ordinary, but diverse teenagers, who, through an unusual accident, become contaminated with a substance that allows them to morph from humans into various species of dinosaurs. Their science teacher,

1 empty Program Reports

15. Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)? Yes No

16. Children's Programming Liaison Information

Name		Telephone Number (include area code)
J. Gentile		205-322-4200
Address		Email Address
2075 Golden Crest Drive		www.wiat.com
City	State	Zip Code
Birmingham	Alabama	35209

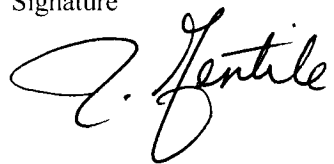
17. Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other non-core educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Name of Licensee
New Vision Television LLC

Date
04/01/2008

Signature


Electronic Filing Operations

Run checks to look for data errors.

Send the values to the FCC as an FCC 398 filing.

Reset data to last updated values.

Update data into this form (so that it can be saved locally with your browser's File/Save As command). This will allow you to restart this form in the future by using File/Open File.

Get a version of this FCC 398 Report for printing.

- ====> Get Online Filing System User's Manual
- ====> Get Official FCC 398 Instructions

March 2006
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