

**WLLA-TV 64.4
DOCUMENTATION OF
COMMERCIAL ADVERTISING IN
CHILDREN'S PROGRAMS**

January 1st – March 31st 2024

In compliance with the Children's Television Acts of 1990 and the rules and regulations of the Federal Communications Commission, WLLA-TV 64 limits the amount of commercial advertising in programs designed for children 12 years of age and younger to 12 minutes per hour on weekdays and 10.5 minutes per hour on weekends. Enclosed is a list of the station's Children's programming for the period for the period of January 1st – March 31st 2024, detailing the number of minutes of commercial advertising in each and where available, certified documentation from that program provider(s) that indicates the same.

**WLLA-TV 64.4
CERTIFICATION OF COMPLIANCE
IN AIRING CHILDREN'S
EDUCATIONAL/INFORMATIONAL PROGRAMS
January 1st – March 31st 2024**

In compliance with the rules and regulations of the Federal Communications Commission, WLLA-TV 64 regularly offers programs designed to meet the educational and informational needs of children 16 years of age and younger in the Kalamazoo/Grand Rapids/Battle Creek market area. The Commission requires a minimum of 3 hours of such programming per week (averaged over a 6 month period) with up to 13 hours per quarter scheduled on stations Multicast stream. Station is not required to air such programming on Multicast streams. During the period of January 1st – March 31st 2024 WLLA-TV 64 met this goal by regularly scheduling a total of 3 hours per week which were broadcast between the hours of 6:00 am 10:00 pm.

**WLLA-TV 64.4
DOCUMENTATION OF COMMERCIAL
ADVERTISING IN CHILDREN'S PROGRAMS**

January 1st – March 31st 2024

During the period noted above, WLLA-TV 64 scheduled the following programs designed for children 16 years of age and younger. Following each is the amount of commercial advertising the program regularly contains.

WEEKDAY PROGRAMS

No Children's programs aired during the weekday

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Documentation of Commercial Advertising in Children's Programs

January 1st – March 31st 2024

WEEKEND PROGRAMS

Animal Outtakes

07:00 Minutes or less

Animal Rescue

07:00 Minutes or less

Missing

07:00 Minutes or less

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Overview of Children's Educational/Informational Programs January 1st – March 31st 2024

Following is a list of programs designed to meet the educational and informational needs of children 16 and younger in the Kalamazoo/Grand Rapids/Battle Creek market area. Each topic is enumerated, following by the specific; program(s) aired the date and time of air and the length of each program or program segment covering that topic.

In addition to the topic-specific programs enumerated below, WLLA-TV 64 also scheduled the following programs, which regularly feature educational/informational themes: None

Animal Outtakes Saturdays @ 9:00am

Animal Outtakes looks at the favorite animals of Florida and those that take care of them.

Ages (13-16) (Network) Number of Airings: 13 Number of preemption's: 0 Shows Rescheduled: 0

Animal Rescue Saturdays @ 9:30 am

Animals are rescued when they get caught in all types of danger.

Ages (13-16) (Network) Number of airings: 13 Number of preemption's: 0 Shows Rescheduled: 0

Missing Cold Cases Saturdays @ 10:00 & 10:30 am

In this show children teen's and adults who have gone missing are highlighted. Tips are also given to help keep people safe.

Ages (13-16) (Network) Number of airings: 26 Number of Preemption's: 0 Shows Rescheduled: 0

WLLA-TV 64.4
QUARTERLY LIST OF CHILDREN'S
EDUCATIONAL/INFORMATIONAL PROGRAMS

January 1st – March 31st 2024

In an effort to serve the public interest, WLLA-TV 64 offers programs designed to meet the educational and instructional needs of children 16 years of age and younger in the Kalamazoo/Grand Rapids/Battle Creek market area. Enclosed is a list of the stations most significant educational programming for the period January 1st – March 31st 2024.

[Animal Outtakes](#)
[Animal Rescue: Classics](#)
[Missing: Cold Cases](#)

WLLA-TV 64.4
Web Site Rule Compliance Certification
EDUCATIONAL/INFORMATIONAL PROGRAM

January 1st – March 31st 2024

Children's programming may not direct viewers to an Internet website unless the website offers a substantial amount of *bona fide* program-related or other non-commercial content; the website is not designed "primarily" for commercial purposes (that is, e-commerce or advertising); the website's home page and other menu pages clearly distinguish between the website's commercial and non-commercial sections; *and*, the website page to which viewers are directed is not used for e-commerce, advertising, or other commercial purposes (that is, the page has no links labeled "store" or direct links to other pages with commercial material). Finally, neither Children's programming nor commercials aired during Children's programming may display Internet website addresses that direct viewers to Internet websites that utilize a program's characters to advertise, promote, or sell products or services.

WLLA has complied with the Internet website protocol stated above.

CATCHY COMEDY NETWORK COMMERCIAL LIMITS
AND WEB SITE RULE COMPLIANCE CERTIFICATION,
FIRST QUARTER 2024

FOLLOWING IS A LIST OF ALL CATCHY COMEDY NETWORK PROGRAMS DESIGNED TO MEET THE EDUCATIONAL/INFORMATIONAL REQUIREMENT FOR CHILDREN THIRTEEN TO SIXTEEN YEARS OLD DURING THE FIRST QUARTER OF 2024, JANUARY 1, 2024 THROUGH MARCH 31, 2024. BECAUSE THESE PROGRAMS ARE ORIGINALLY PRODUCED FOR AND DIRECTED AT CHILDREN THIRTEEN TO SIXTEEN YEARS OLD, NEITHER THE COMMERCIAL LIMITS NOR THE WEBSITE RULE APPLY (SEE 47 C.F.R. § 73.670 (Note 2). THIS CERTIFIES THAT ALL OF THESE PROGRAMS WERE FORMATTED (IN THE ORDER AND AT THE TIMES INDICATED) WITH THE FOLLOWING COMMERCIAL LOADS.

Children's Weekend Programs (series)

1. Program: Animal Outtakes
Time: Saturdays 9:00- 9:30 AM ET
Duration: 30 minutes
Rating: TV-G E/I
Number of Network Commercial Minutes: 7:00 or less per half-hour episode

2. Program: Animal Rescue Classics
Time: Saturdays 9:30- 10:00 AM ET
Duration: 30 minutes
Rating: TV-G E/I
Number of Network Commercial Minutes: 7:00 or less per half-hour episode

3. Program: Missing: Cold Cases
Time: Saturdays 10:00AM- 11:00 AM ET {Two (2) individual half-hour episodes},
Duration: 30 minutes
Rating: TV-G E/I
Number of Network Commercial Minutes: 7:00 or less per half-hour episode

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ALTHOUGH THESE PROGRAMS ARE NOT SUBJECT TO THE WEBSITE RULE BECAUSE THEY ARE PRODUCED FOR AND AIMED AT CHILDREN 13-16, NONETHELESS CATCHY COMEDY NETWORK HAS ENDEAVORED TO COMPLY WITH THE RESTRICTION ON URLS DISPLAYED WITHIN SHOWS (SEE SECTIONS 73.670(b), (c) AND (d) OF THE RULES OF THE FEDERAL COMMUNICATIONS COMMISSION, 47 C.F.R. § 73.670(b), (c) AND (d)).

NONE OF THESE PROGRAMS CONTAINED ANY URLS, WITH THE POSSIBLE EXCEPTION OF (a) FICTIONAL URLS IN PROGRAMMING, (b) URLS OF COMMERCIAL-FREE WEBSITES THAT SATISFY 47 C.F.R. § 73.670(b), OR (c) URLS, NOT UNDER THE CONTROL OF THE LICENSEE, OF NON-PROFIT OR GOVERNMENT ENTITIES WITHIN PUBLIC SERVICE ANNOUNCEMENTS AIRED ON BEHALF OF THOSE ENTITIES, OR MEDIA COMPANIES IN PARTNERSHIP WITH THOSE ENTITIES.

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4/1/24