

**WLLA-TV 64 Multicast 64.5  
DOCUMENTATION OF  
COMMERCIAL ADVERTISING IN  
CHILDREN'S PROGRAMS  
January 1<sup>st</sup> – March 31<sup>st</sup> 2024**

In compliance with the Children's Television Acts of 1990 and the rules and regulations of the Federal Communications Commission, WLLA-TV 64.5 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 of January 1<sup>st</sup> – March 31<sup>st</sup> 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 Multicast 64.5  
CERTIFICATION OF COMPLIANCE  
IN AIRING CHILDREN'S  
EDUCATIONAL/INFORMATIONAL PROGRAMS**

**January 1<sup>st</sup> – March 31<sup>st</sup> 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 1<sup>st</sup> – March 31<sup>st</sup> 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 Multicast 64.5  
DOCUMENTATION OF COMMERCIAL  
ADVERTISING IN CHILDREN'S PROGRAMS**

**January 1<sup>st</sup> – March 31<sup>st</sup> 2024**

During the period noted above, WLLA-TV 64.5 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**

**WEEKDAY PROGRAMS**

There were no Children's programs aired on the weekdays during this time period.

# WLLA-TV 64.5

## Documentation of Commercial Advertising in Children's Programs

January 1<sup>st</sup> – March 31<sup>st</sup> 2024

Mustard Pancakes

5:15 minutes or less per half hour

Dragonfly TV

5:15 minutes or less per half hour

Dog Tales

5:15 minutes or less per half hour

Biz Kids

5:15 minutes or less per half hour

Animal Rescue

5:15 minutes or less per half hour

Think Big

5:15 minutes or less per half hour

# WLLA-TV 64 Multicast 64.5

## Overview of Children's Educational/Informational Programs

January 1<sup>st</sup> – March 31<sup>st</sup> 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, followed by the specifics; 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 64.5 also scheduled the following programs, which regularly feature educational/informational themes: None

### Mustard Pancakes Sundays @ 10:00 am

Children learn social skills and respect for others.

Ages (3-6) (Network) Number of Airings: 13 Preemption's: 0 Shows Rescheduled: 0

### Dragonfly TV Sundays @ 10:30 am

Children invent new ways to accomplish task and test out new scientific theories.

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

### Dog Tales Sundays @ 11:00 am

A series to help you learn about the different breeds of dogs and which one would best suit your family.

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

Biz Kids Sundays @11:30am

This show teaches kids how to handle money and be financial responsible.  
(13-16) (Network) Number of airings: 13 Preemption's: 0 Shows Rescheduled: 0

Ages

Animal Rescue Sundays @ 12:00 PM

Rescuers save domestic and wild animals from dangerous situations.  
Ages (13-16) (Network) Number of airings: 13 Preemption's: 0 Shows Rescheduled: 0

Think Big Sundays @ 12:30 PM

This series follows Children who create & invent new toys, games, websites and much more.  
Ages (13-16) (Network) Number of airings: 13 Number of Preemption's: 0 Shows Rescheduled: 0

# **WLLA-TV 64 Multicast 64.5 QUARTERLY LIST OF CHILDREN'S EDUCATIONAL/INFORMATIONAL PROGRAMS**

**January 1<sup>st</sup> – March 31<sup>st</sup> 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 1<sup>st</sup> – March 31<sup>st</sup> 2024

**Mustard Pancakes  
Dragonfly TV  
Dog Tales  
Biz Kids  
Animal Rescue  
Think Big**

**WLLA-TV 64 Multicast 64.5**  
**Web Site Rule Compliance Certification**  
**EDUCATIONAL/INFORMATIONAL PROGRAMS**

**January 1<sup>st</sup> – March 31<sup>st</sup> 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.





## E/I Program Guide

### 1st Quarter 2024

National Schedule

---

**E/I Programming** is aired nationally on Retro TV between the hours of 7:00 AM and 10:00 PM local station time and meets FCC guidelines for commercial advertising and web site limitations. During E/I programming the E/I bug will be visible, the programming will be closed captioned and all other FCC requirements will be met to qualify each program as core E/I programming. Commercial Limit Certification is provided by Retro TV to affiliates on a quarterly basis.

---

### Mustard Pancakes

- **Length:** 30 minutes
- **Air Times:** Sunday 10:00 AM Eastern
- **Age group:** 3-6
- **Synopsis:** *Mustard Pancakes* is a television series for children featuring the lovable and talented Courtney Campbell and her family of fun loving friends. Each episode mirrors a slice of everyday life from problems to celebrations and everything in between. Courtney lives with her cat, Mr. D., her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo. Courtney's home is warm, friendly and inviting, a cozy place where all children feel comfortable hanging out, singing songs and hearing stories.

### Dragonfly TV

- **Length:** 30 minutes
- **Air Times:** Sunday 10:30 AM Eastern
- **Age group:** 13-16
- **Synopsis:** *Dragonfly TV* is an informational and educational show highlighting projects with real hands on experience demonstrating practical applications of mathematics and science. It introduces viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers.

### Dog Tales

- **Length:** 30 minutes
- **Air Times:** Sunday 11:00 AM Eastern
- **Age group:** 13-16
- **Synopsis:** *Dog Tales* provides an educational and informational show concerning safety tips along with lessons on the responsibility of owning a dog. The show also provides informative segments on various dog breeds and also showcases veterinary experts in the care of various issues affecting canines. The weekly series includes recommended reading list about dogs and promotes children's writing and creative skills with essay and art contests.

## Biz Kid\$

- **Length:** 30 minutes
- **Air Times:** Sunday 11:30 AM Eastern
- **Age group:** 13-16
- **Synopsis:** *Biz Kid\$* is a show that provides practical advice and information on a wide variety of financial business and monetary topics. The episodes include teens starting their own business. This program assists teens with learning how to properly manage money, create budgets and financial goals. These are important steps in learning to become responsible adults and citizens.

## Animal Rescue

- **Length:** 30 minutes
- **Air Times:** Sunday 12:00 PM Eastern
- **Age group:** 13-16
- **Synopsis:** *Animal Rescue* is an informational and educational show about various animals and their habitats. The program also show real life in-the-field experiences of professional and ordinary people taking care of, treating and helping various animals, as well as exhibiting good social responsibility and promoting strong personal and community values.

## Think Big

- **Length:** 30 minutes
- **Air Times:** Sunday 12:30 PM Eastern
- **Age group:** 13-16
- **Synopsis:** *Think Big* is a television series that shows a working knowledge of math, science and physics. The series shows children actively solving problems using scientific principles while combining skill and creativity. The series also demonstrates real-world applications for math, science and engineering, proving that that the physical sciences can be useful, challenging and fun. Each episode presents an invent-off challenge, where teenage teams must invent a machine designed to perform a specific task in limited amount of time, promoting creative thinking and practical skills.

---

For more information on Retro TV's E/I Programming, please contact:

Terri Coyle  
Director of Programming  
Email: [tcoyle@luken.tv](mailto:tcoyle@luken.tv)  
Phone: (423) 468-5151

**RETRO TELEVISION, INC.**  
**WEB SITE RULE COMPLIANCE CERTIFICATION**  
**FIRST QUARTER 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.

After due review of internal records and documentation provided to us by program suppliers, Retro Television, Inc. hereby certifies:

- that it complied fully with the FCC's commercial limits with respect to all children's programs broadcast during this quarter that are subject to those requirements.
- that it did not comply fully with the FCC's commercial limits with respect to all children's programs broadcast during this quarter that are subject to those requirements, as explained in Attachment A hereto.

**RETRO TELEVISION, INC.**



---

Terri Coyle

Programming Director

---

Title

**DATED: April 1, 2024**