

**WLLA-TV 64 Multicast 64.3  
DOCUMENTATION OF  
COMMERCIAL ADVERTISING IN  
CHILDREN'S PROGRAMS**

**October 1<sup>st</sup> – December 31<sup>st</sup> 2023**

In compliance with the Children's Television Acts of 1990 and the rules and regulations of the Federal Communications Commission, WLLA-TV 64.3 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 October 1<sup>st</sup> – December 31<sup>st</sup> 2023 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 64.3  
CERTIFICATION OF COMPLIANCE  
IN AIRING CHILDREN'S  
EDUCATIONAL/INFORMATIONAL PROGRAM**

**October 1<sup>st</sup> – December 31<sup>st</sup> 2023**

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 October 1<sup>st</sup> – December 31<sup>st</sup> 2023 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 64.3  
DOCUMENTATION OF COMMERCIAL  
ADVERTISING IN CHILDREN'S PROGRAMS**

**October 1<sup>st</sup> – December 31<sup>st</sup> 2023**

During the period noted above, WLLA-TV 64.3 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 64.3

## Documentation of Commercial Advertising in Children's Programs

October 1<sup>st</sup> – December 31<sup>st</sup> 2023

Dragonfly TV

7:00 minutes or less per half hour

ECO Company Teens

7:00 minutes or less per half hour

Science Max

7:00 minutes or less per half hour

Walking Wild

7:00 minutes or less per half hour

Family Style

7:00 minutes or less per half hour

Now Eat This

7:00 minutes or less per half hour

# WLLA-TV 64 Multicast 64.3

## Overview of Children's Educational/Informational Programs

October 1<sup>st</sup> – December 31<sup>st</sup> 2023

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 also scheduled the following programs, which regularly feature educational/informational themes: None

### Family Style Sundays @ 8:00 am

Join us at the table for a taste of Asian food and pop culture that's sure to get you hungry! *Family Style* brings foodies and their famous friends together.

Ages (13-16) (Network) Number of Airings: 14 Preemption's: 0 Shows Rescheduled: 0

### Now Eat this Sundays @ 8:30 am

This show features famous Celebrity Chef Rocco DiSpirito as he challenges people to make over their diets and adopt a more healthier life style. Ages (13-16) (Network) Number of Airings : 14 Preemption's: 0 Shows Rescheduled: 0

Dragonfly TV Sundays @ 7:30 am

Kids roll up their sleeves and learn about Science with hands on experience.

Ages (13-16) (Network) Number of airings: 14 Preemption's: 0 Shows Rescheduled: 0

ECO Company Teens Sundays @ 6:00 am

Teens host and report on Environmental stories from their perspective. They explore all aspects of living green.

Ages (13-16) (Network) Number of airings: 14 Preemption's: 0 Shows Rescheduled: 0

Science Max Sundays @ 6:30 am

The study of the everyday and not so everyday in the Science world.

Ages (13- 16) (Network) Number of airings: 14 Preemption's: 0 Shows Rescheduled: 0

Walking Wild Sundays @ 7:00 am

A weekly visit to the San Diego Zoo that explores all types of animals and their environment.

Ages (13-16) (Network) Number of airings: 14 Preemption's: 0 Shows Rescheduled: 0

**WLLA-TV 64 Multicast 64.3  
QUARTERLY LIST OF CHILDREN'S  
EDUCATIONAL/INFORMATIONAL  
PROGRAMS**

**October 1<sup>st</sup> – December 31<sup>st</sup> 2023**

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 October 1<sup>st</sup> – December 31<sup>st</sup> 2023.

**ECO Company Teens  
Science Max  
Walking Wild  
Dragonfly TV  
Family Style  
Now Eat This**

**WLLA-TV 64 Multicast 64.3**  
**Web Site Rule Compliance Certification**  
**EDUCATIONAL/INFORMATIONAL PROGRAMS**

**October 1<sup>st</sup> – December 31<sup>st</sup> 2023**

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.



**H&I NETWORK COMMERCIAL LIMITS**  
**AND WEB SITE RULE COMPLIANCE CERTIFICATION,**  
**FOURTH QUARTER 2023**

FOLLOWING IS A LIST OF ALL H&I NETWORK PROGRAMS DESIGNED TO MEET THE EDUCATIONAL/INFORMATIONAL REQUIREMENT FOR CHILDREN THIRTEEN TO SIXTEEN YEARS OLD DURING THE FOURTH QUARTER OF 2023, OCTOBER 1, 2023 THROUGH DECEMBER 31, 2023. 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 Programs (series)

1. Program: Eco Company Teens  
Time: Sundays 6:00- 6:30 AM ET  
Duration: 30 minutes  
Rating: TV-G E/I  
Number of Network Commercial Minutes: 7:00 or less
  
2. Program: Science Max  
Time: Sundays 6:30- 7:00 AM ET  
Duration: 30 minutes  
Rating: TV-G E/I  
Number of Network Commercial Minutes: 7:00 or less
  
3. Program: Walking Wild  
Time: Sundays 7:00- 7:30 AM ET  
Duration: 30 minutes  
Rating: TV-G E/I  
Number of Network Commercial Minutes: 7:00 or less
  
4. Program: Dragonfly TV Sports  
Time: Sundays 7:30- 8:00 AM ET  
Duration: 30 minutes  
Rating: TV-G E/I  
Number of Network Commercial Minutes: 7:00 or less

5. Program: Family Style  
Time: Sundays 8:00- 8:30 AM ET  
Duration: 30 minutes  
Rating: TV-G E/I  
Number of Network Commercial Minutes: 7:00 or less

6. Program: Now Eat This!  
Time: Sundays 8:30- 9:00 AM ET  
Duration: 30 minutes  
Rating: TV-G E/I  
Number of Network Commercial Minutes: 7:00 or less

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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 H&I 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.

Prepared by:  
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1/4/24