

**WLLA-TV 64.6
DOCUMENTATION OF
COMMERCIAL ADVERTISING IN
CHILDREN'S PROGRAMS 2021**

July 1st – September 30th 2021

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 July 1st – September 30th 2021 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 64.6
CERTIFICATION OF COMPLIANCE
IN AIRING CHILDREN'S
EDUCATIONAL/INFORMATIONAL PROGRAMS

July 1st – September 30th 2021

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 July 1st – September 30th 2021 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 64.6

DOCUMENTATION OF COMMERCIAL ADVERTISING IN CHILDREN'S PROGRAMS

July 1st – September 30th 2021

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 Weekday programming was aired.

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Documentation of Commercial Advertising in Children's Programs

July 1st – September 30th 2021

WEEKEND PROGRAMS

<u>Pick A Puppy</u>	5.15 Minutes or less
<u>Wild Times at San Diego Zoo</u>	5.15 Minutes or less
<u>Wild Stories at San Diego Zoo</u>	5.15 Minutes or less
<u>Animal Rescue</u>	5.15 Minutes or less
<u>Dog Tales</u>	5.15 Minutes or less

WLLA-TV 64.6

Overview of Children's Educational/Informational Programs

July 1st – September 30th 2021

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

Pick a Puppy Saturdays & Sundays @ 8:30 am

This series Follows people as they decide which is the best puppy for their family. Ages (6-12) (Network) Number of airings: 26 Number of preemption's: 0 Shows Rescheduled: 0

Wild Times at the San Diego Zoo Saturdays @ 9:00 am

This series highlights the different animals at the San Diego Zoo.

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

Wild Stories at the San Diego Zoo Saturdays @ 9:30 am

Learn about life at the zoo. What it takes to keep it running and different things each animal needs.

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

Animal Rescue Saturdays @ 10:00 am

This program follows people who rescue people from dangerous situations.

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

Dog Tales Saturdays @ 10:30 am

This show teaches you how to care for your dog.

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

WLLA-TV 64.6
QUARTERLY LIST OF CHILDREN'S

EDUCATIONAL/INFORMATIONAL PROGRAMS

July 1st – September 30th 2021

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 July 1st – September 30th 2021

[Pick a Puppy](#)
[Wild times at the San Diego Zoo](#)
[Wild Stories at the San Diego Zoo](#)
[Animal Rescue](#)
[Dog Tales](#)

WLLA-TV 64.6
Web Site Rule Compliance Certification

EDUCATIONAL/INFORMATIONAL PROGRAMS

July 1st – September 30th 2021

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.