

Dear Affiliate Partner:

To assist you in complying with the reporting requirements for children's television and the requirement that stations air "core" children's programming, we are providing you with episode-specific descriptions (the '**NBC Kids**' educational and informational programming block) as set forth in the attached Community Relations Quarterly Children's Programming Report for the 3rd quarter of 2014. The report includes information to help prepare FCC Form 398.

The regularly-scheduled children's programming and promotional content furnished to you by the NBC Network during the 3rd quarter of 2014 complied with the commercial limits of the Children's Television Act, and 47 C.F.R. §§ 73.670(a)-(d), provided that you broadcast and distributed such programming as furnished to you by NBC, and did not add any promotional or advertising content thereto other than as directed by NBC via weekly postings on APT.

Note Regarding FCC's Video Description Rules: The programs supplied in the NBC Kids block are video-described to provide a better viewing experience for blind or visually impaired children. *Under the FCC's video description rules that became effective on July 1, 2012, full-power affiliates of the ABC, CBS, Fox and NBC networks that are located in the top 25 television markets must provide 50 hours per calendar quarter of video-described programming during prime time or in children's programming. A video described program may be counted toward the 50 hours when it is originally aired and on one re-airing. Although much of the programming aired with video description is likely to be newly produced, stations may count any program they are airing for the first or second time with video description after the effective date, even if the program aired on that station without video description prior to the effective date. Similarly, a station may count programming toward its 50-hour obligation even if that programming has aired elsewhere with video description, as long as it is airing with description for the first or second time on that station.*

3rd QUARTER 2014 EDUCATIONAL OBJECTIVES

In compliance with the Children's Television Act regulations that became effective January 2, 1997, the **NBC kids** programming block features an on-air icon (E/I) indicating that each program is "educational and informational" for children. **This icon is displayed throughout each program.** Also, in compliance with the regulations, the following document, which includes "early educational and informational" objectives of **NBC kids**, must be placed in your public file.

The **NBC kids** programming block also meets the requirements for video described content, as established by the Twenty-first Century Communications and Video Accessibility Act, effective October 8, 2010. Full-power affiliates of NBC that are located in the 25 television markets with the largest number of television households must provide video-described content at any time they are providing children's programming. Each episode of content can be aired no more than twice in the calendar year.

Each of the programs listed below, which make up the three hour **NBC kids** programming block, is specifically designed to serve the early educational and informational needs of children ages 2-5. All of the programs have educational objectives and messages that are core to the content and appropriate for the program genre.

From July 5, 2014 – September 27, 2014, **NBC Kids** aired six shows returning from the 2nd Quarter 2014. These are: **The Chica Show**, **Noodle and Doodle**, **Justin Time**, **Tree Fu Tom**, **Lazy Town**, and **Zou**.

All six shows were developed specifically for a target audience composed of children ages 2-5. **Noodle and Doodle** is a live action, fact based, craft and cooking show. The five remaining shows have a narrative format and three of the shows (**Justin Time**, **The Chica Show**, and **Tree Fu Tom**) use elements of fantasy and imagination to develop the educational content. **The Chica Show** and **Tree Fu Tom** combine live action with animation while **Lazy Town** is live action with puppets. **Justin Time** and **Zou** are both animated series.

If you have any questions about these reporting requirements, please feel free to call us.

Karen Peled
NBCUniversal Media LLC
Contracts Counsel, NBC Broadcasting, Affiliate Relations
212-413-5451
karen.peled@nbcuni.com