

WUXP (TV)
Children's Programming
SECOND QUARTER 2011

I. Core Children's Programming

- A. Program Titles
- B. Program Descriptions
- C. Program Lengths
- D. Program Daily Times

II. Regularly Scheduled Children's Programming

- A. Show Titles
- B. Show Lengths
- C. Show Daily Times

III. Children's Educational Specials, Standard Length

IV. Children's Educational Programming, Short Segment

V. General Audience Educational Programming

WUXP (TV)

SECOND QUARTER 2011

I. Core Children's Programming

NOONBRY & THE SUPER 7

AIRED: MONDAY-TUESDAY @ 7:00AM-A HALF HOUR PROGERAM

TARGET AUDIENCE: 3-6 YEARS OLD

The general educational goal and discrete educational objectives are fully integrated with the story-lines, characters and settings dealt with in "Noonbory and the Super 7!". By focusing on the playful adventures of a group of supernatural super-inquisitive sprites, the series provides the young viewing audience with a non-threatening and relatable arena from which to observe and learn from the actions of others. Learning is engaging, natural, and part of the overall fun of the series.

WIMZIE'S HOUSE

AIRED: WEDNESDAY-THURSDAY @ 7:00AM-A HALF HOUR PROGERAM

TARGET AUDIENCE: 3-5 YEARS OLD

Wimzie is a five year old puppet monster who attends daycare at her 150 year old Grandmother's house along with her brother and other friends. The series' characters are just familiar enough for the viewers to identify with but different enough to point out that the action takes place in an enchanted fantasy world of monsters. Through unforgettable adventures and original toe-tapping sing-along songs young viewers are introduced to topics of friendship, generosity, jealousy, diversity and sibling rivalry from a preschooler's point of view.

THE NEW ADVENTURES OF MADELINE

AIRED: FRIDAYS @ 7:00AM-A HALF HOUR PROGERAM

TARGET AUDIENCE: 3-5 YEARS OLD

This animated series is based on the classic books by Ludwig Bemelman. Each episode follows the everyday and imaginative adventures of a little French girl Madeline, and her friends. Madeline is clever free-spirited little girl who seems always to rise to the occasion when adversity arises. She discovers happiness comes from having caring friends and a giving attitude; she learns to treasure culture differences, bring balance to her life, the importance of obeying rules and accepting responsibility, discovers the benefits of cooperation, exercise moderation in all things; shows viewers how hurtful exclusion can be and demonstrates the importance of team effort. The educational objective of this program is to portray and reflect these valuable social learning experiences for children in the early and middle periods of childhood.

M@D ABOUT....

AIRED: SATURDAYS @ 7:30AM-A HALF HOUR PROGRAM

TARGET AUDIENCE: 13-16 YEARS OLD

This educational program explores in the area of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness that tie to state and national education standards. Mad About... explores being "green" and understanding how our actions impact the world. The Mad About... team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention.

Continued on the next page.....

WUXP (TV)

SECOND QUARTER 2011

I. Core Children's Programming

WILD AMERICA

AIRED: SATURDAYS @ 10:30AM-A HALF HOUR PROGRAM

TARGET AUDIENCE: 13-16 YEARS OLD

The ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from? Where do babies come from? How do animals relate to one another? How does ecology work? What is the relationship between life and death/humans and nature?

WUXP (TV)

SECOND QUARTER 2011

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"NOONBORY & THE SUPER 7" EDUCATIONAL SYNOPSES

Episodic

Miki Baumgarten, Ph.D.
January 2008

"BEE-BEE COME BACK"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – Luky learns and teaches a lesson in the importance of doing everyone one can to help others, while clearly keeping ones' abilities and limitations in mind. The Bee-Bee gets in terrible trouble when Luky ventures beyond his abilities to try give him back his blossom.

"THE GREAT SWITCHAROO"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – Hanubi learns and teaches a lesson in the importance of valuing the power and impact of one's words. Problems arise when Hanubi doesn't take care with his words, and wishes for something he really doesn't want.

"HONEY OF A TALE"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – Luky learns and teaches a lesson in the negative implications of greed. Luky causes problems for the Bee-Bees and the Borys when he gets greedy and impatience and tries to get lots and lots of delicious honeycomb right away – instead of being satisfied with the little bit he is initially given.

CORE-KNOWLEDGE EDUCATIONAL OBJECTIVE – Information about bees is presented.

"SINGER-ITIS"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – The Borys and Gurys learn and teach a lesson in the importance of following doctor's orders and taking care of illnesses in a timely and proactive manner – before diseases are spread and situations get worse.

CORE-KNOWLEDGE EDUCATIONAL OBJECTIVE – Important health information related to the spread of disease, and ways to combat this spread are presented.

"BIG, BIGGER, BIGGEST"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – The Borys learn and teach a lesson in the importance of being honest and admitting mistakes and bad actions. Problems result for the Borys when Jety and Luky hide the fact that they took Harube's staff without having permission to do so. Trying to hide mistakes only makes things worse.

CORE-KNOWLEDGE EDUCATIONAL OBJECTIVE – Information on logical progressions

involving size is provided.

"BUBBLE TROUBLE"

PROSOCIAL EDUCATIONAL OBJECTIVE – Luky learns and teaches a lesson in the value of sharing when he generously shares his bubble with Coldygury. Being a superhero isn't a matter of having super powers, it's a matter of being brave, kind, helping and sharing.

"CAPE CAPER"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – Lukybory learns and teaches a lesson in the importance of being willing to ask for help when help is needed. Lukybory and Kikibory need the Super Sensors' help to get home when they are stranded in the Melody Forest.

"COCO NUTTY SURPRISE"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – Luna learns and teaches a lesson in the importance of always letting someone know your whereabouts. Noonbory and the Borys have a difficult time finding and rescuing Luna and Breadbory when they venture into the Rainforest without letting anyone know where they're going.

"COLLECT THEM ALL"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – The Borys learn and teach a lesson in the importance of getting permission before taking things. It was fine for the Borys to take rocks from Farmerbory's farm after they got his permission. It wasn't fine, however, for Coldygury to take the Dotoris. He didn't get their permission.

"COLD FEET"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – Jetybory learns and teaches a lesson in the importance of proactively dealing with situations in a timely manner. Jetybory sees that it's far better to go the doctor and take care of her cold, rather than ignoring it and causing problems with her ongoing sneezing.

"COLDY'S GURYS"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – The Borys teach a lesson in the importance of doing the right thing – even when others do not. Just because Coldygury has taken Farmerbory's crops doesn't give Lukybory the right to take Coldygury's scarf. Two wrongs don't make a right.

CORE-KNOWLEDGE EDUCATIONAL OBJECTIVE – Basic information is provided on crop growth in general, and composting in particular.

"DISAPPEARING ACT"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – Cozybory learns and teaches a lesson in the importance of paying careful attention and following directions. When she doesn't, the kids

almost lose their magic show along with the magician.

"DRAWN TO TREASURE"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – The Borys learn and teach a lesson in the problems and complications that can occur as a result of taking things that don't belong to you. When Wanggury takes Cozybory's painting, thinking it's a treasure map, he causes problems for the Borys as well as for himself.

CORE-KNOWLEDGE EDUCATIONAL OBJECTIVE – Information about ants and ant colonies is provided.

"FLOWER POWER"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – Rosygury and the Borys learn and teach a lesson in the importance of not taking things that don't belong to you. When Rosygury uses her Flower Power to steal the sunflower and the little brown Dotori, she loses them and gets tossed all the way to a sand dune.

CORE-KNOWLEDGE EDUCATIONAL OBJECTIVE – Elementary number practice highlighting subtraction is provided.

"FRIEND OR FOE"

PROSOCIAL EDUCATIONAL OBJECTIVE – Lukybory learns and teaches a lesson in the importance of responsibility. Wink gets in trouble and needs to be rescued by the Bories when Lukybory abandons his responsibility to look after his little sister.

"HUNGRY GURY"

PROSOCIAL EDUCATIONAL OBJECTIVE – Coldygury learns and teaches a lesson in ownership, as he comes to see that he should not take things that don't belong to him. Coldygury ultimately loses the buns that he steals from the Borys.

"LOUD & CLEAR"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – Little Wink learns and teaches a lesson in the importance of using one's abilities and skills wisely and for good causes. Problems ensue when Wink gets carried away and misuses her fabulous shriek.

"LUKY AND THE GIANT PEACH"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – Lukybory learns and teaches a lesson in the importance of teamwork. Trouble occurs for everyone when Lukybory tries to move the giant peach on his own. By using teamwork, however the Bory's stop the runaway peach, save Luky and win a blue ribbon.

"MAGMA MOUNTAIN MAYHEM"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – The Borys learn and teach a lesson in the importance of fair play. The Gurys don't play fair and cheat in an attempt to win the Dynamic

Duo Sports Day trophy, and end up losing badly instead.

"OPPOSITES ATTRACT"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – Harube and the Borys learn and teach a lesson in the importance of acting knowledgeably and with understanding. Hanubi causes havoc by unleashing the Opposites Spell before he fully understands the effects it may have.

"PIECE OF CAKE"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – Jetybory learns and teaches a lesson in the importance of humility and honest self-evaluation. Rather than immodestly believing that her super-hearing is the ultimate super-sense, Jetybory learns that all the senses are of value and are most powerful when joined together.

"POGO GO STOP"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – Cabbagebory learns and teaches a lesson in the importance of listening to instructions and not getting carried away – even by a good thing. Trouble ensues when Cabbagebory doesn't heed Noonbory's instructions and goes wild with the new Tooba-riffic Tiller.

"ROCK AND ROLL"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – Mamby learns and teaches a lesson involving the problems and complications that are apt to occur as a result of being overly competitive. When Mamby tries to outdo Hanubi's magical rock, instead of working together with the other Borys to capture it, the rock almost gets away for good.

"SHIP SHAPE"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – The Borys learn and teach a lesson in the value and importance of doing one's own work in order to accomplish meaningful tasks. The Builder-Borys have fun as they work hard to create wonderful sky-high vine swings. The Gurys avoid doing the work to fix their boat, trying to get the Builder-Borys to do it for them, and meet with disaster.

"SMALL-MINDED"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – Jetybory learns and teaches a lesson in the importance of facing fears and taking appropriate action. It is only when Jetybory ultimately musters her courage and comes to the Kidborys' aid that Major Me and the Gurys are stopped.

"STICKY MESS"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – The Borys learn and teach a valuable lesson in the negative implications of selfishness. When Rosygury tries to keep the Bee-Bees all to herself, the Bee-Bees are not able to accomplish their important work for the whole Bory community.

CORE-KNOWLEDGE EDUCATIONAL OBJECTIVE – Information is provided about bees and their role in flower pollination and honey production.

"SUPERSTAR"

PRO-SOCIAL EDUCATIONAL OBJECTIVE - Noonbory learns and teaches a lesson in the value and importance of having a plan and enlisting the help of others when trying to accomplish a goal. Noonbory comes up against trouble when he hastily rushes off to stop Dozegury, before taking the time to develop a plan and get the help of the other Borys.

CORE-KNOWLEDGE EDUCATIONAL OBJECTIVE:

Information is provided on the magnification properties of telescopes and binoculars.

"SUPER TROUBLE"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – Lukybory learns and teaches a lesson in the importance of doing what's right and returning things to their rightful owners. Lukybory initially wants to keep the magic stick and use it for himself, but ultimately gives it back to Tree.

CORE-KNOWLEDGE EDUCATIONAL OBJECTIVE – Basic information and vocabulary on gardening and plant growth is provided.

"WANGGURY'S MISTAKE"

PROSOCIAL EDUCATIONAL OBJECTIVE – Wanggury learns and teaches a lesson in the importance of helping others in need. Even though Wanggury is a "bad guy," the Borys still save him from the angry Beavyuck.

"WHEEL STEAL"

PRO-SOCIAL EDUCATIONAL OBJECTIVE – The Borys learn and teach a lesson in the importance of working to solve problems -- rather than getting carried away with anger. Even though Wanggury took Noonbory's wind bike, Noonbory's anger doesn't help to get the wind bike back.

WIMZIE'S HOUSE I

WH001 - THE COOKIE CRISIS - Theme: Honesty

When Jonas and Wimzie accidentally drop Rousso's cookie tin and then lie about it, they end up getting into more trouble than if they'd told the truth in the first place.

WH002 - BOO! - Theme: Do Your Own Thing

Jonas decides he'd rather play quietly by himself, even if it means being different from the others.

WH003- THE MAGIC CRAYON - Theme: Say What You Feel

Yaya gives Horace a "magic crayon." Unaware that the crayon belongs to him, Loulou gives it to Wimzie and Horace is so upset, he can hardly speak!

WH004 - I WANT MY MOMMY - Theme: Sibling Rivalry

Bo is sick and Wimzie becomes jealous when Graziella's attention turns to him. Wimzie pretends to be sick herself, until Graziella explains that no matter how much attention she gives Bo, she doesn't love Wimzie any less.

WH005- FLOWER POWER - Theme: Cooperation

Wimzie and Jonas pool their resources to grow a special kind of flower. They use a magical seed Yaya gave Wimzie and plant it in Jonas' extra special dirt. But when the kids see that the flower is a whistle (a "Toot-Lip"), they forget all about cooperation and each wants it for themselves!

WH006 - BABIES HAVE IT MADE - Theme: Be Yourself

When Wimzie asks her parents to help tie her shoes, they remind her that she's old enough to do things for herself, unlike her baby brother, Bo. Wimzie thinks that babies have it made - until her wish to become a baby suddenly comes true!

WH007 - THE SCAREDY CATS - Theme: Coping With Fears

Wimzie's first sleepover threatens to become a disaster when Loulou gets frightened and wants to go home. Horace makes fun of Loulou's fears, but has to deal with his own when he learns they'll be sleeping in the dark!

WH008 - THE TREASURE HUNT - Theme: Telling the Truth

The kids go on a treasure hunt, after which they'll be rewarded with special Kazoo Cakes, little pyramid-shaped cakes that when eaten, make your voice sound like a kazoo. Wimzie eats one when she's not supposed to. She doesn't confess, but is forced to respond to everyone with noises and charades since, if she speaks, it's a giveaway that she's the culprit.

WH009 – THE BOY WHO CRIED WOLF: Telling the Truth

Horace wants to have some fun by telling the others that he's spotted a giant cat, then a hippo and finally, a huge toad. Yaya thinks a retelling of "The Boy Who Cried Wolf," might do Horace some good and that's the story at nap time. Yaya straightens out the situation and Horace learns his lesson about fooling people.

WH010 – WHAT'S THE MATTER WITH HORACE – Theme: Settling Differences & Family

Horace arrives in a foul mood on a day that a ripped screen in Wimzie's house brings in a swarm of mosquitoes. Horace's mood changes as he introduces his imaginary friend, Spike-the-mosquito, whose parents that morning had a yelling fight, which scared Spike. Yaya realizes that it's really Horace's parents who had the yelling fight. .

WH011 - YOU'RE NOT MY FRIEND - Theme: On Being A Friend

When Loulou decides to play only two-player games, someone's always left out and unhappy - until Yaya steps in to restore order.

WH012 - TO SHARE OR NOT TO SHARE - Theme: Sharing

Wimzie's annoyed about always having to share her toys, so Yaya allows the gang to set aside several special toys a day that only the owner can play with.

WH013 – THE PLAY'S THE THING - Theme: Compromise and Cooperation

The kids decide to put on a play. But they argue over who will play what character, until Yaya and Graziella introduce the concepts of auditions and cooperation. The result is the strangest version of Cinderella ever staged, with Horace as Cinderella and Wimzie as the prince!

WH014 – THE LUCKY PIN – Theme: Perseverance and Luck

Jonas has been diligently practicing basketball and becomes good at it. Other circumstances lead him to believe that he has a lucky button, to which he starts attributing his new found skill. Jonas learns something important when Wimzie tells him he's been making all his shots with a fake button: luck comes when you work at it.

WH015 - QUEEN FOR A DAY - Theme: Health

Sick with the flu, Wimzie proves to be a very difficult patient, demanding constant attention from Yaya and everyone else!

WH016 – A FISHY FISH STORY - Theme: Responsibility

The kids want a pet, but Yaya wonders whether they can handle the responsibility and decides to test them with a goldfish. After the initial

excitement wears off, the kids grow tired of taking care of their fish - until they discover it's run away!

WH017 - TO TELL THE TRUTH - Theme: Trust

Wimzie falsely accuses Bo of spilling something she was told not to touch. Feeling guilty, she confesses to Yaya, who tells her about the value of honesty.

WH018 - JONAS, THE ACTOR - Theme: Self-confidence

Wimzie and Yaya help Jonas overcome his stage fright when the gang decides to put on a little show for the neighborhood.

WH019 - ALL ALONE - Theme: Imagination/Playing by Yourself

This morning, Wimzie has some big fun planned. However, none of the kids show up. Wimzie goes crazy being alone, pestering Yaya and generally being underfoot. Finally she begins to realize that being alone isn't as boring as she first thought when you allow your imagination to take over and entertain you.

WH020 - YOU JUST GOTTA KEEP TRYING - Theme: Perseverance

Wimzie becomes frustrated while trying to learn to play the guitar. She gives up, unhappy about the fact that developing any skill requires a lot of hard work. Meanwhile, Loulou is doggedly trying to draw a picture of Wimzie, until, finally, after many attempts, she produces one that makes her proud. Wimzie takes note of Loulou's achievement and picks up her guitar again.

WH021 - A MEDAL FOR HORACE - Theme: Being a Friend

Horace forgets it's "Happy Yaya Day" and doesn't bring a gift for her. Desperate and embarrassed, he decides to give Yaya his special Somersault Medal, but later laments its loss.

WH022 - BY THE NUMBERS - Theme: Be Yourself

A counting game has repercussions when everyone but Loulou can do it. She thinks that becoming more like Wimzie will enhance her abilities, but ultimately learns that it's much better to be yourself.

WH023 - MAD AT DAD - Theme: Family

Rousso has been away for two weeks on a job-related trip and Bo misses him terribly. However, when he returns, Bo is so angry with him that he won't let his daddy feed him, put him to bed or read him a story. Wimzie has been coping with her dad's absence by eating nothing but cereal for every meal and snack for the past ten days.

WH024 - AAAAACHOO! - Theme: Health and Safety

Wimzie comforts Jonas about getting a vaccination shot as a sudden sneezing fit leads her to think she's allergic to Yaya. Jonas tells her that, in case of

allergies, the offending objects are usually removed and Wimzie immediately thinks she and Yaya will be separated.

WH025 - WIMZIE'S "HUSHABYE" - Theme: Being a Friend

Wimzie realizes she was wrong for not accepting Yaya's stuffed magical talking bird, Max, on its own terms: that it would rather be a private, special friend than a public one. As a result, Max clams up when anyone else is around. Wimzie makes a public apology to Max, who, touched by her gesture, comes to her defense and speaks up!

WH026 - THE TATTLETALES - Theme: On When to Tell

Yaya explains the difference between regular tattling, which she doesn't want to hear, and important "tattling", like when Horace bruises his knee and no one tells Yaya.

WH027 - I DARE YOU! - Theme: Safety

Rouso is participating in the Fireman's Challenge Day, in which firemen compete against one another in the dangerous aspects of their jobs. Rouso and the kids learn that "daring" can be dangerous.

WH028 - WE WANT TOYS! - Theme: Meaning and Value

Wimzie is obsessed with the "Binga-Boinga" she's seen on TV and equates gift giving with love. But, when Rouso is willing to give up something special so she won't be upset, she learns that parents show their love in many ways - and gift giving is only one!

WH029 - THE PERSONAL TRAINER - Theme: Health

When Jonas accidentally drops a bag of his special dirt because it's too heavy, he decides to go on an exercise program - with Wimzie as his personal assistant.

WH030 - JONAS AND ALL OF HIS HITS - Theme: Anger

Jonas is in a very bad mood this morning. One more word from Loulou and the unthinkable happens: he hits her. Two time-outs are not enough to let Jonas-the-volcano simmer down: later he socks Horace on the arm and then, it's Wimzie's turn.

WH031 - WHO DO YOU TRUST - Theme: Trust

The kids are playing the "Trust Game," in which someone falls and trusts their friend to catch them. Jonas promises to catch Wimzie, but accidentally lets her fall. He earns back everyone's trust by playing the game again - but this time he's the "faller"!

WH032 - JONAS' BIG PURPLE MAP - Theme: Trust

Jonas has run out of places to keep his dirt and has used various spots in Wimzie's house to store it. He's made a map of the hiding places, but has lost it. No problem, except it's spring cleaning day and he's afraid that others will find the stashes of dirt and toss it out

WH033 - WIMZIE'S THREE WISHES – Theme: Responsibility and Family

Wimzie's parents are laid off and Wimzie thinks that her wishing is making these bad things happen. Since she feels the situation is all her fault, she takes it upon herself to turn things around and call the neighbors to tell them her family soon won't have enough food.

WH034 - WHO'S THE BOSS? - Theme: Cooperation

Jonas is appointed the leader of building a spaceship and his bossiness causes a mutiny! He soon learns the difference between being a leader and being a boss and the kids finally build their spaceship...together!

WH035 – THE GREAT MOVING DAY – Theme: Not Jumping to Conclusions

Loulou overhears Graziella talking about a beloved neighbor moving. She mistakenly thinks it's Wimzie who's moving, especially when Rouso says something about "not telling Wimzie yet". The children work together to save their friend and help pay the "morbage" ("mortgage"...).

WH036 - MIGHTY MONSTER POWER PIGGIES - Theme: Do Your Own Thing

Wimzie resists peer pressure by doing Tai Chi with Yaya while everyone else only wants to play "Mighty Monster Power Piggies." The kids see the allure of doing something different and the Piggies disappear - for the moment.

WH037 – WIMZIE'S SCARY DREAM – Theme: Overcoming Fears

The children are making masks for a contest at a zoo and Wimzie is beset by a scary dream about a "mask monster". She refuses to go to sleep, causing her to zonk out while at the zoo, missing out on all the fun. Yaya gives her an "anti-nightmare" trick: she teaches her to "giggle" at the mask monster.

WH038 - THE LITTLE RED WIMZIE - Theme: Perseverance

Graziella suggests the kids set up a tent and spend a rainy afternoon nice and dry outside. Wimzie gets to work and stays her course even though the others don't feel like helping.

WH039 - FRIENDSHIP DAY - Theme: On Being A Friend

While preparing for Friendship Day, the kids agree that it's easy to be friends until a series of misunderstandings make them so mad they don't even want to make up!

WH040 - BYE BYE BIRDIE - Theme: Ecology

Rouso and Yaya help the kids understand the chain of life when they find a dead baby bird in the garden.

WH041 – A LITTLE PRIVACEY, PLEASE? - Theme: Respect and Privacy

Wimzie and the kids get a lesson in privacy when they accidentally hear the beginning of a story on one of Yaya's diary tapes. Later, their curiosity getting the better of them, they sneak in to try and hear to the rest of the story, without Yaya's permission.

WH042 - I'M SCARED FOR DADDY - Theme: Coping With Fears

Rouso's arm has been in a cast from an accident while saving someone's life. Wimzie doesn't want him to return to work for fear of another accident, until a letter arrives from a little boy thanking him for saving his dad's life.

WH043 - BO GOES BONKERS - Theme: Responsibility

Bo is getting into lots of mischief! His friskiness means Yaya has to watch him closely and won't be able to make puppets for the kids. Disappointed, they offer to look after Bo - and find that the little guy can be gone in the blink of an eye!

WH044 - IDENTICAL COUSINS - Theme: Self-confidence

Horace's cousin Morris, who is nice, funny, and assertive, visits for a day. Horace tries to emulate Morris but, finally, learns to speak up for himself, not as someone else.

WH045 - THE HAND-ME-DOWN SWEATER - Theme: Meaning and Value

Loulou thinks that her hand-me-down sweater isn't as special as Jonas' new one and tosses it in the trash. When she finally realizes the value of hand-me-downs, it's too late - the garbage truck has picked up the trash.

WH046 - I THINK I FORGOT SOMETHING - Theme: Following Rules

When Wimzie causes Rouso to lose his memory by throwing the Blizzer-Ball in the house, the children learn they should always report an accident to a grown-up, even when it means they might get into trouble.

WH047 – MOMMY'S AFRAID – Theme: Overcoming Fears

Graziella is about to be tested in a new model plane that is replacing her old familiar one. Though she's practiced with the complicated controls very well, she becomes too scared to take the test and ends up languishing at home for a week.

WH048 – THE STUKE –A-PIDDLEYS – Theme: Being A Friend

Jonas tells Rouso about his experiences and feelings on the day Wimzie called him a stuke-a-piddley, a name whose meaning no one really knows. Nevertheless, the sting of knowing a name has been flung at him bothers Jonas.

WH049 - THE TOOTH FAIRY - Theme: Friendship

When the Tooth Fairy doesn't show up for Horace, Wimzie and her friends pose as the "Nap Fairy" and try to slip quarters under his pillow while he sleeps. Their plan works, but not in the way they expected - and not without the help of the real Tooth Fairy.

WH050 - WIMZIE'S LATE - Theme: Following Rules

Wimzie misses a ferry boat ride because she is late as usual. Wimzie is upset and thinks it isn't fair. Yaya tries to explain to her that it would not have been fair if her lateness had caused the others to make them miss the trip. Very disappointed, she's even more so when her dad and her friends return and tell about the wonderful things they've seen.

WH051 - THE COOKIE CAPER - Theme: Trust

That Bo! He just can't leave other people's things alone. Unbeknownst to the all, he's been taking the kids' things and leaving them in Jonas' dirt box. Wimzie learns a lesson in accusing people without proof and in not believing her friends.

WH052 - WIMZIE'S BIG TRIP - Theme: Being Mindful of Others

Wimzie's been invited to an expensive, overnight trip and Rousso and Graziella give her permission to go. Wimzie becomes obsessed with the trip and talks incessantly about it much to the annoyance of the others. To include them, Yaya suggests they plan a going-away party for Wimzie's overnight trip. Just as the party's ready to begin, Mitz's the trip is called off. How can Wimzie go to a going-away party when she's not even going away?

WH053 - THE LOST BONE - Theme: Perseverance

Wimzie finds that her effort and perseverance have paid off when she finally pronounces the word "archeologist" perfectly for the first time since her discouraging excavation of a horse bone in her garden.

WH054 - OFFICIAL BACKWARDS DAY - Theme: Knowing When to Stop

It's backwards day and the kids are playing a game where "no" means "yes," and "good" means "bad."

WH055 - DOCTOR WIMZIE - Theme: Health

Wimzie learns that while it's good to help the sick, sometimes they just have to be left alone to get better by themselves.

WH056 - THE ASSISTANT GROWN-UP - Theme: Responsibility

Wimzie's thrilled when Yaya appoints her "assistant grown-up" - until she realizes she can't have fun with the others because of her "grown-up" responsibilities.



The New Adventures of Madeline

Curriculum Statement

Objectives: To promote positive values and pro-social behavior among young viewers.

Target Audience: The target audience is 5 – 7-year-olds. However, given Madeline's character and the lengthy history of her popularity (the first Madeline storybook was published in 1939); we expect to attract both younger and older viewers.

Need: In surveys, parents of 3 – 12-year-olds consistently identify a host of positive values and behaviors as important for their children to develop. Characteristics such as honesty, perseverance, independence, self-efficacy, and respect for diversity, as well as life skills such as getting along with others, helping, sharing, and general civility are typically nominated as critical to their children's development. And because today's children spend so much time with the media, these same parents frequently complain about the difficulty of finding television programs for young viewers that simultaneously engage their attention *and* provide positive models for character and behavior development. *Madeline* seeks to respond to this felt need, by providing young viewers with programming that actively promotes positive behavior and that helps parents instill positive values.

Approach: Madeline, the clever, free-spirited little girl who seems always to rise to the occasion when adversity arises, has been a much-loved model for little girls since her introduction in 1939 (Ludwig Bemelmans, *Madeline*, Viking Press). She is an ideal character to serve as a model for young children.

In the TV series (as in the original books), Madeline frequently encounters the kinds of issues and problems that have always faced young children everywhere, issues of good character and good behavior:

Shall I tell a lie? Have I hurt someone's feelings? Am I being just a bit too proud? ...too unruly? ...too irresponsible? How should I treat others who are different from me....?

As our plucky little red-head confronts these and similar questions, she struggles, she wonders and debates, and she provides a powerful and engaging model of positive behavior and decent character. She is no angel, but she ultimately does the right thing, modeling positive values and good choices.

It is precisely because Madeline continues to strike a responsive chord among young viewers that she is such a powerful advocate for positive values and behavior. In Madeline they see themselves – they confront the same kinds of issues Madeline confronts; they struggle with right and wrong just as Madeline does; and, hopefully, they will find their way just as Madeline does. *Madeline*, the series, strives to highlight the kinds of issues that young children face in ways and in a context that young children relate to. It portrays negative behavior leading to negative consequences and positive behavior leading to positive consequences. And most important, it provides young viewers with a model that they want to and can emulate.

Madeline

Educational issues and log lines

MAD101 – *Madeline at the Hotel Riche*

E/I issue(s): happiness

E/I synopsis: During a stay at the grand Hotel Riche, the girls learn that money cannot buy happiness. They discover that happiness comes from having caring friends and a giving attitude.

MAD102 – *Madeline's Halloween*

E/I issue(s): celebrating differences

E/I synopsis: When Madeline and her friends learn they are to visit their pen pals in New York, they worry that things will be so different that they may not like it. They are correct that things are very different, but just as Miss Clavell tells them; it is the difference that makes things interesting and enjoyable. They all learn to treasure culture differences.

MAD103 – *Madeline and the Spider Lady*

E/I Issue(s): Media literacy

E/I synopsis: While visiting the studio to watch the Spider Lady radio show, Madeline and her friends produce a pretend radio show in which they dramatize an invasion of giant, purple polka-dotted ants. The trouble is, their show is accidentally broadcast over the air, and all of New York panics. By the time Madeline and the Mayor bring the citizens back to their senses, everyone learns that you can't believe everything you see or hear in the media.

MAD104 – *Madeline and the Ice Skates*

E/I issue(s): balance in one's life

E/I synopsis: Madeline becomes obsessed with learning to be a champion ice skater. When she discovers there is not enough time in a day for her to accomplish what she would like, she begins to schedule every minute, to the point of exhaustion. It is only when she sees how much she has worried her friends and realizes that she no longer smiles that she realizes she must bring some balance back to her life.

MAD105 – *Madeline and the Marionettes*

E/I issue(s): everyone has special talents; make the most of them

E/I synopsis: Madeline meets a Puppeteer who thinks anyone can do his job; he would much rather sing with the opera. But when an unexpected flood inundates L'Opera, it is not his voice, but his special talent with marionettes that saves the day. He learns to appreciate his own special talent.

MAD106 – *Madeline at the Eiffel Tower*

E/I issue(s): dares can be dangerous

E/I synopsis: In spite of the fact that Miss Clavell has warned Madeline and Pepito that dares can be dangerous, Pepito persists in daring Madeline to accompany him to the top of the Eiffel Tower in order to conduct an experiment. Much to their dismay, the two children are trapped on top of the Tower when the elevator breaks. They are stranded, and learn a hard lesson about how foolish it can be to offer or accept dare.

MAD107– *Madeline at Versailles*

E/I issue(s): the importance of obeying rules; accepting responsibility

E/I synopsis: On a school trip to Versailles, Pepito gets carried away and begins to ignore many of the rules intended to protect the palace. Things get so bad that the guards are ready to ban all children from ever visiting Versailles again. It is only when Pepito realizes what his actions may cost the other children and accepts responsibility that he understands the importance of obeying the rules.

MAD108 – *Madeline's Manners*

E/I issue(s): Good manners

E/I synopsis: The twelve little girls and Pepito attend a school for manners in order to be ready to attend a formal dinner put on by the Spanish Ambassador for the most famous soccer star in Spain. They not acquire some good manners, but they also learn why good manners are important, and discover that the soccer star has impeccable manners.

MAD109 – *Madeline and the New Girl*

E/I issues(s): cultural differences; friendship

E/I synopsis: A new girl comes to stay at the house covered with vines, a girl from a totally different culture. She is very different from the twelve little girls and they are very different from her. Things are not going too well, and soon they imagine she may be a Martian. Finally, they learn that in spite of the differences on the outside, they are much the same on the inside, and perhaps more important, that the differences can be interesting and fun.

MAD110 – *Madeline at the Perfume Factory*

E/I issue(s): cooperation; working together

E/I synopsis: The twelve little girls and Pepito accidentally ruin a batch of Cucuface #5 perfume, and in order to save Lord Cucuface from ruin, they must find a way to make a new batch. When they work independently, pandemonium ensues. Eventually they find a way to work together, and when they do, they discover the benefits of cooperation.

MAD111 – *Madeline at the North Pole*

E/I issue(s): Never give up hope

E/I synopsis: There will be no snow in Paris for Christmas, so Lord Cucuface takes the girls to the North Pole. Madeline longs to meet Santa, but she is assured that her wish can never come true. Still, she does not give up hope. When most of Santa's elves catch the flu and cannot work, Santa's chief elf thinks Christmas will have to be cancelled. Madeline convinces him to not to give up hope. She and the other girls help Santa, Christmas is saved, and Madeline gets her wish.

MAD112 – *Madeline and Santa*

E/I issue(s): the gift of giving; moderation; hope

E/I synopsis: After eating too many of Madeline's Christmas cakes, Santa discovers he can no longer fit down any chimneys. He almost gives up hope that there will be a Christmas this year, but Madeline convinces him to keep trying, comes up with a plan to help him, and gets to experience the gift of giving. Santa learns never to give up hope...and that he should exercise moderation in all things – especially when eating Christmas goodies.

MAD113– *Madeline and the Dog Who Cried Wolf*

E/I issue(s): honesty; telling the truth

E/I synopsis: When the girls make a fuss over Pepito's new pet iguana, Genevieve feels jealous and neglected. She feigns an illness to regain their attention, but when the girls discover she has been faking, she loses their trust. Later, when Genevieve really is hurt, nobody believes her.

MAD114 – *Madeline and the Magic Show*

E/I issue(s): the importance of practice and hard work

E/I synopsis: Pepito wants to be a great magician, but when his tricks don't work, he blames it on his lack of magic powers. Madeline tries to get him to practice, but Pepito is ready to give up. It is only when Madeline arranges for him to meet the Great Houdini that Pepito learns that real magic powers come from hard work and practice, not from any magic powers.

MAD115 – *Madeline and the Show-Off*

E/I issue(s): showing off

E/I synopsis: When the famous painter Peekaboo chooses Yvette as his model, she begins to show off and put on airs. She sets her self up as better than the others, and a great many feelings are hurt. It is only when events show the children that everyone is important and special in their own way that happiness returns and the showing off ceases.

MAD116– *Madeline and the Giants*

E/I issue(s): size doesn't matter; it's good that people are all different

E/I synopsis: A visit to the doctor makes Madeline worry that she is too short, Silvie that she is too tall, and the other girls despair that they are just average. They must learn that size doesn't matter; it is what you are inside that counts. They also learn that variety is the spice of life.

MAD117 – *Madeline and the Can-Can Cliques*

E/I issue(s): friendship; cliques

E/I synopsis: Practice for a big Can-Can contest turns unfriendly when the little girls form two opposing "clubs" focused on excluding others. Girls in each of the cliques are quite mean to others. It is only when Madeline makes them see how mean they have been that they understand how hurtful exclusion can be.

MAD118 – *Madeline at the Flea Market*

E/I issue(s): responsibility

E/I synopsis: Pepito borrows his father's ring for good luck, promising to be especially responsible and never let it out of his sight. But let it out of his sight he does, and the ring is mistakenly sold at a flea market. The girls help Pepito get the ring back, and Pepito learns about what responsibility really means.

MAD119 – *Madeline's Valentine*

E/I issue(s): love and jealousy

E/I synopsis: Genevieve meets an attractive poodle, forgets all about the Valentine gift she was going to give to Madeline, and does not return to the vine-covered house. When Madeline learns Genevieve has a new friend, she fears that the dog no longer loves her. But Miss Clavell explains that there is no end to love; there is always enough to go around. Finally, Genevieve, her new friend, Madeline, and all the girls are reunited.

MAD120 – *Madeline and the Wedding*

E/I issue(s): friendship; boys and girls as friends

E/I synopsis: When cousin Pablito says that boys who play with girls are sissies and teases Pepito for playing with Madeline, a friendship is in jeopardy. Pepito ceases to even acknowledge Madeline. It is only when he realizes that he is not having as any fun that he figures out that what matters is not whether one is a girl or a boy, only whether one is a good friend.

MAD121 – *Madeline and the Tea Party*

E/I issue(s): keeping things simple; good company makes a good party

E/I synopsis: When planning a tea party to honor Lord Cucuface, Sugar Dimples – the girls' Hollywood friend – decides that the party must be a real Hollywood extravaganza. What she does not understand is that the most important element in a good party is good company, and that keeping things simple is often the best way to proceed.

MAD122 – *Madeline at Cannes*

E/I issue(s): imagination vs. boredom

E/I synopsis: Suffering a terrible sunburn while on the beach in Cannes, Madeline is housebound and facing days of boredom. Fortunately, Lord Cucuface saves the day by showing Madeline that all one has to do to escape boredom is to use one's imagination.

MAD123 – *Madeline and the White Lie*

E/I issue(s): lies and lying

E/I synopsis: Madeline offers to lead some wealthy tourists on a tour of the Louvre in the hope that they will donate a new roof to the old house. Not wanting to disappoint them, she tells a little lie about one of the paintings, and then another, and then another. She learns that there is not such thing as a little lie and that one lie almost always leads to another.

MAD124 – *Madeline on Stage*

E/I issue(s): all parts of a team effort are important; everyone can't be the star

E/I synopsis: The twelve little girls have fallen in love with acting, and when they learn that their new drama teacher is going to have them do a play, each of them wants to be star. Those who are chosen for smaller parts learn how to deal with their disappointment, and come to understand that even the smallest part is important to the total play.

MAD125 – *Madeline on Safari*

E/I issue(s): “late bloomers;” reading

E/I synopsis: When an invitation to the girls to visit Africa arrives the girls discover that Janine has difficulty reading, a fact that embarrasses her greatly. On the trip, however, she learns that just as some plants are late bloomers, so are some children. Janine becomes so interested in the sights they are seeing in Africa that she discovers she can read, and the girls all read that different people have different talents and that they may emerge at different times.

MAD126 – *Madeline and the Fashion Show*

E/I issue(s): what makes fashion and style; ‘style’ comes from within

E/I synopsis: When the twelve little girls encounter the famous fashion designer, Madame Cliché, they find themselves caught up in the glamour of high fashion labels. All except Madeline, that is. She is the only one who will say that the clothes Madame Cliché’s designs are silly. The girls and Madame Cliché learn that real style comes from within, not from a label.



FCC E/I Children's Programming Production Statement

Program Producer: The National Theatre for Children, Inc.

Effective: 9/1/10 for the 2010-11 Season

22 episodes x 30 minutes

Age group: K13-16/TV-G

Barter Split: 3.5/3.5

Closed Captioning:

Programs will be delivered to stations fully Closed Captioned.

FCC E/I:

- Program Producers verify that they follow guidelines as outlined by the FCC in order for this program to be classified as an FCC Children's Television Educational informational Program for kids primarily up to age 16. The show is targeted to children ages 13-16 for the 2010-11 television season.
- Program Producers will deliver the program to station with the FCC's required E/I logo on screen for the entire duration of the program (not necessary during commercial time.)

Commercial Limits:

- Program Producers will keep total commercial time within the program to 7:00 or less.
- Program Producers will provide *Mad About...* to stations with no more than 3:30 of barter commercial time.

FCC E/I compliant website:

- Program Producers warrant that www.madabout.tv will remain in full compliance with FCC regulations.
- Additionally, Program Producers will neither mention nor show onscreen any website inside the program content of *Mad About...* with the exception of: <http://www.madabout.tv>, <http://www.nationaltheatre.com>, and non-profit organizations dedicated to initiatives and education that are featured in the show.
- Program Producers agree to maintain the website <http://www.madabout.tv> in a manner in compliance with the FCC Kids E/I guidelines.

No Host Selling:

- Program Producers will not use any program character, host, or the program's name to endorse any product within the program nor during any commercial time during the program.
- Program Producers will not use any program character, host, or the program's name to endorse any website or web product within the program itself nor during any commercial time within the program.

Produced and Distributed by:

The National Theatre for Children, Inc.
Ward Eames - Executive Producer
2733 Park Ave, Minneapolis, MN 55407
612-341-0882 Fax: 612-341-2277
weames@nationaltheatre.com



Mad About... Educational content based on national educational standards in Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness for 2010-11.

1. Higher levels of education affect your future salary
2. Understanding peer pressure
3. What is a savings account
4. What is climate change
5. What is household hazardous waste pollution
6. The difference between Go, Slow, and Whoa foods
7. What is empathy
8. How to conserve water
9. Wages are based on job demand and skills
10. Loans require you to pay interest
11. What is risk and insurance
12. How are wages related to take home pay
13. The importance of eating a variety of foods
14. What is bully prevention
15. How do we make choices with our money
16. What is the difference between credit and debit cards
17. What are Non-renewable resources
18. How do we make choices with limited resources
19. What is income
20. The importance of learning a variety of skills
21. What is littering
22. What is a product recall and why is it important
23. Why is Portion size important
24. The importance of understanding risk
25. How electricity is made
26. What is Energy
27. How to make health snack choices
28. The importance of starting a savings habit while you are young
29. What is compound interest
30. The importance of personal budgeting
31. How to make a spending plan with my parents
32. What are greenhouse gases
33. What is credit and how to use it wisely
34. What is conflict resolution
35. Understanding needs vs. wants
36. How to comparison shop
37. Understanding that exercise can be many things
38. What are taxes
39. What is risk and management
40. Understanding that you are responsible for your own decisions
41. Understanding loans and repayment process
42. What is credit card protection and why is it important
43. What is Renewable energy
44. What is cyber bullying
45. Understanding how people pay taxes on different types of income
46. What is the food guide pyramid
47. What is energy efficiency
48. Understanding how to choose healthy snacks
49. What is air pollution
50. How to get info from variety of sources before making decisions
51. The difference between a loan and cash
52. The importance of 60 minutes of exercise per day
53. What is energy balance
54. Understanding how much of your income to save
55. Understanding payroll deductions
56. What is opportunity cost and why is it important
57. Understanding interest payments and loan balances
58. What are examples of earned and unearned income
59. Understanding what goals to save for
60. Difference between teasing and kidding
61. Understanding minimum credit card payments



In accordance with the 1990 Children's Television Act (CTA) intended to increase the amount of educational and informational programming for children on television, *Mad About...* clearly meets the goals of providing children and young teens with a television show that meets CORE requirements of the FCC as follows:

- I. *Mad About...* provides CORE programming in the area of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness that tie to state and national education standards. *Mad About...* explores being "green" and understanding how our actions impact the world. The *Mad About...* team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention.
- II. *Mad About...* uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the *Mad About...* cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills.
- III. The *Mad About...* website that can be easily accessed by parents and educators providing a clear description of the program and types of topics covered. It will also provide a listing of the days and times shows are aired on broadcasting stations through the USA. Advanced notice of programming will also be available to parents and consumers by the website.

Ward Eames - Executive Producer
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Wild America TV

SYNOPSIS

- 101 People of the Bison: Bison return to ancient Indian lands.
- 103 Time of the Grizzly: The history and habitats of grizzly bears.
- 104 Pennsylvania Whitetail: Game management in America.
- 105 Just Little Varmints: Often considered pests, highly adaptable ground squirrels are essential prey, whatever their environment. Host: Marty Stouffer.
- 106 North Woods Lynx:
- 108 Queen of the Ice: The female polar bear teaches her cubs survival.
- 109 WildCats: The cat family includes jaguars, lynxes, bobcats and ocelots.
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- 110 Hog Wild!: A history of hogs in North America, including the native peccary.
- 111 Swamp Bear: Marty tracks a black bear through swampland.
- 112 Swamp Bear : Marty locates a black bear's feeding ground.
- 113 Bighorn!:A year in the life cycle of a band of wild Rocky Mountain bighorn sheep.
- 114 Year of the Mustang Part 1: Small, wild horses inhabit the Southwest plains of the United States.
- 115 Year of the Mustang Part 2: Small, wild horses inhabit the Southwest plains of the United States.
- 116 Controversial Coyote: The coyote's ability to adapt to its environment.
- 117 Valley of the Elk: National Elk Refuge in Wyoming.
- 118 Birds of Prey: Falcons, hawks, eagles and other predatory birds.
- 119 White on White: How the gyrfalcon, snowy owl, ptarmigan and snowshoe hare survive the Arctic.
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- 120 Wolf & the Whitetail: The development of twin fawns and wolf pups is traced from birth to maturity.
- 121 Bobcat:The bobcat preys upon large and small creatures.
- 123 Wolverine Country: The wolverine inhabits a rugged land.
- 124 The Bill Makes the Bird: Different birds utilize their specialized beaks accordingly.
- 125 X-Rated Imports: European starlings; Norway rats; South American nutria; Middle Eastern mussels.
- 126 Ringtailed Rascals: Raccoons, ringtails and coatis.
- 127 Those Smelly Skunks: Marty dons protective gear to approach a skunk.
- 128 Prickly Porcupine: Marty observes the porcupine.
- 129 Woodpeckers: Nature's Hammerheads: Woodpeckers destroy trees in their quest for food and shelter.

Wild America TV

SYNOPSIS

- 130 Bushytails: Tree squirrels use their tails for balance and protection.
- 132 Man Who Loved Bears: After studying the grizzly, naturalist Marty Stouffer adopts a bear cub.
- 133 Man Who Loved Bears: Marty Stouffer takes in an orphaned grizzly and eventually returns it to the wild.
- 134 Kids and Critters: The Stouffer family cares for baby animals that were separated from their parents.
- 135 Antlered Kingdom: White-tailed and key deer, caribou, moose and elk are exquisitely adapted to escape from predators.
- 136 King of Snakes: King snakes fight, mate, hatch eggs and feed.
- 137 Season of the Seals: Seals and sea lions come ashore to breed.
- 138 Cottontails & Kin: Nature helps seemingly vulnerable rabbits survive.
- 139 Billion Dollar Bass: Marty fishes for largemouth bass.
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- 140 Meet the Marten: The nocturnal marten stalks squirrels and birds.
- 142 Belligerent as a Badger: Sharp teeth and claws help the badger survive.
- 143 Owls: Lords of Darkness: The owl hunts nocturnally.
- 144 Designs for Defense: Camouflage and other features help animals survive.
- 144 Snakedance: Western diamondback rattlesnakes engage in a "combat dance" in an Oklahoma cave.
- 145 Beneficial Bats: Bats play an important role in nature.
- 146 Swamp Critters: Wildlife abounds in America's southern swamps.
- 147 Minnesota Mink: Marty follows a wild mink near Lake Superior.
- 148 Amazing Armadillo: Marty examines the armadillo.
- 149 Remarkable Reptiles: Garter snakes, an eastern glass lizard, a desert tortoise and the alligator.
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- 150 Prince of the Pond: Marty examines the frog's life cycle.
- 151 Truth About Turtles: The turtle prospers in varied environments.
- 153 Mountain Monarchs: How alpine animals have adapted to life in severe high-mountain ecosystems.
- 155 Marmot Mountain: Sentry marmots whistle when danger threatens.
- 156 Multitude of Mollusks: Snails, squid and other invertebrates.
- 157 Badlands: Wildlife of South Dakota's Badlands National Park.
- 158 River of the Bears: Bears gather for a four-week salmon feast.
- 159 Cliffhangers: Marty studies the Rocky Mountain goat.

Wild America TV

SYNOPSIS

- 161 Canyon Creatures: Monument Valley, the Grand Canyon and Utah's sandstone arches.
- 162 Wild Wings: Colorful, tuneful birds possess enviable abilities.
- 163 Olympic Odyssey: Marty Stouffer tours Washington's Olympic National Park.
- 164 Incredible Shrew: A portrait of the shrew and its eating habits.
- 165 Some Feet Have Noses: Animals that use their feet for smelling, tasting, climbing sheer walls or walking on water.
- 166 Wild Texas: The varied wildlife within the six different ecosystems found in the state of Texas.
- 167 Fascinating Fishes: How a variety of fish adapt to their environment in North American waters.
- 168 Weasels: Sleek and Savage: Weasel family members, including sea otters and black-footed ferrets.
- 169 Weasels: Sleek and Savage: Speed and audacity help the weasel survive.
- 170 Animal Oddities: Unusual prehistoric and modern animals.
- 173 Shades of Gray: Neutral hues camouflage many creatures.
- 174 A Tale About Tails: The many animals with tails and their varied forms and functions.
- 175 Magnificent as a Moose: The moose's appearance belies its grace.
- 177 Headgear: Musk ox and moose are among the profiled animals with horns and antlers.
- 178 Family Feud: Sibling rivalries within the animal kingdom.
- 181 Born to Run: The graceful pronghorn is one of nature's swiftest creatures.
- 182 In the Forest: Marty explores national woodlands.
- 183 Killer Mice: The grasshopper mouse howls after a kill.
- 184 Grouse & the Goshawk: The natural balance between the predatory goshawk and its prey, the grouse.
- 185 Chipmunks of Yosemite: Six species of chipmunks make their home in
- 186 The Beauty of Butterflies: The monarch butterfly makes a lengthy annual migration.
- 187 Otters of the Adirondacks: A portrait of the river otter, filmed in New York's Adirondack Mountains.
- 188 Old Man Muskrat: The aquatic muskrat flourishes in wetlands.
- 189 Birds of a Feather: Feathers insulate, camouflage and adorn birds.

Wild America TV

SYNOPSIS

- 190 Timberdoodles of Moosehorn: The woodcock or timberdoodle, filmed at Maine's Moosehorn Wildlife Refuge.
- 192 Cutthroat: Yellowstone Lake: Yellowstone Lake's ecosystem.
- 193 Cutthroat: Yellowstone River: Catching trout by hand.
- 194 Cutthroat: Grizzly Creek: Trout, white pelicans and bears populate Grizzly Creek.
- 196 All American Animals: Pronghorns, mute swans and opossums.
- 197 Feathered Jewels: Slow-motion spotlights hummingbirds.
- 198 Photographing Wildlife: The difficulties, dangers and rewards of filming wildlife.
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- 200 Beautiful Blues: Blue plants and animals, including bluebells, bluebirds and blue whales.
- 201 Evergreen: A portrait of the evergreen and the wildlife species that make it their home.
- 202 Shenandoah Springtime: Marty explores Shenandoah National Park in spring.
- 203 Pretty as a Quail: The shy quail is both lovely and clever.
- 204 Nest Is Best: Nests differ widely among bird species.
- 205 Fishers in the Family: Orphaned fishers learn to live in the wild.
- 206 Fishers in the Family: Orphaned fishers learn to live in the wild.
- 207 Watching Wildlife: Observing animals in their natural habitats.
- 208 Woodies and Hoodies: Marty studies two North American ducks.
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- 210 Peculiar Plants: Using time-lapse photography to reveal plant reproductive techniques.
- 211 Birds of Peace: The courtship rituals, family life and migration patterns of pigeons and doves.
- 212 Attracting Wildlife: Tips on providing food and shelter for birds and mammals.
- 213 Dancers of the Dawn: Distinct traits differentiate grouse species.
- 214 Call to Courtship: Bird songs intimidate rivals and attract mates.
- 215 Whitebark: A nutcracker and a pine live symbiotically.
- 217 Wild Wyoming: Wildlife and fragile resources of Wyoming.

Wild America TV

SYNOPSIS

A profile of the lynx and its predatory dependence on the snowshoe hare.

301 All-American Animals: Wildlife unique to North America, including pronghorns, mute swans and opossums. Host: Marty Stouffer.

Amazing Legends: North American animals.

At the Crossroads: Wildlife struggles to survive in America.

Backyard Wildlife: Some animals thrive within city limits.

Colors in Nature: Beauty and color help plants and animals survive.

Cute as a Cub: Grizzly, polar and black bear cubs learn to fish and forage, swim and climb.

Dangerous Encounters: Encounters between humans and animals; jellyfish; bees.

Family of Foxes: Arctic, gray, swift, kit and red foxes.

Fantastic Follies: Bloopers and practical jokes of the wild.

Great Escapes: The small prevail when predator and prey clash.

Growing Up Wild: The Stouffers take their daughter camping.

Home Is Where There's Habitat: Interesting and unusual habitats.

Living With Wildlife: An exploration of ways to preserve wildlife's natural habitats.

Managing Wildlife: Balancing human and animal interests.

Our Favorite Animals: Baby animals of North America; predator vs. prey.

Prairie Park?: Great Plains prairie ecosystems vanish.

Spectacular Showdowns: Fights between animals.

Tender Times: Baby animals.

The Eyes Have It: Eye position, shape and number help creatures survive.

The First Ten Years: Marty reviews a decade of shows.

The Predators: Relationship between predator and prey.

Tracking Wildlife: Marty shows how to follow animals.

Untitled: From the top of the Rockies to the bottom of the Everglades, this program brings you all the wonder and excitement of America's natural wildlife.

Untitled: Marty Stauffer takes us to exciting places to see interesting animals, for the whole family.

Wacky Babies: Lighter side of baby animals.

Wild Babies: Some wild animals adapt to living with humans.

Wild Dogs: A comparison of "man's best friend" and the wolf.

Wild Refuge: An overview of U.S. wildlife refuges.

Wild America TV

SYNOPSIS

Wild Turkey: Eastern and Western gobblers differ.

Wild Turkey: Game management saves the turkey.

Wings Over the Marsh: In springtime, migrating waterfowl perform breeding rituals and settle into nesting season.

Yosemite National Park.

Zoom in on Wildflowers: Searching for wildflowers from the Mexican to the Canadian border; how American Indians use wildflowers for food and medicine.

WUXP (TV)

SECOND QUARTER 2011

III. Children's Educational Specials, Standard Length

NONE TO REPORT THIS QUARTER

WUXP (TV)

SECOND QUARTER 2011

IV. Children's Educational Programming, Short Segment

NONE TO REPORT THIS QUARTER

WEBSITE CERTIFICATION

I hereby certify that for the quarter ending *June 30, 2011*, television broadcast station **WUXP** has complied with the FCC's Website Rule relating to children's programming.

Signature

Print Name

Date

WUXP (TV)

SECOND QUARTER 2011

V. General Audience Educational Programming

OUR WORLD WITH BLACK ENTERPRISE

Aired: SATURDAYS @ 6:30AM -- A HALF HOUR PROGRAM

Our World with Black Enterprise, hosted by acclaimed broadcast journalist Ed Gordon, features news, entertainment, roundtable discussions, and special interest segments about African Americans from all walks of life- from Hollywood to the corporate suite and everyone between.

Episode: 095

Aired: April 02 2011

All Access: Interview actor/comedian

On the Record: Examines the popularity of reality television

Guest: Anthony Anderson, Aliccia Quarles, Jawn Murray, and Kelly Smith

Episode: 096

Aired: April 09 2011

All Access: Interview features singer/songwriter

On the Record: Examines the rise of bullying among high school students

Guest: NeYo, Russlyn Ali, Dr. Jeff Gardere, and Wihelmina Stone

Episode: 097

Aired: April 16 2011

All Access: Interview musician, producer, activist and Presidential candidate

Slice of Life: Barbershop Doctor

Guest: Wyclef Jean and Dr. Bill Releford

Episode: 098

Aired: April 23 2011

One on One: Interview with singer, songwriter, and actress about motherhood and music industry

On the Record: Examines the rise of African Americans within the GOP

Guest: Jill Scott, Lenny McAllister, Vanessa Jean Louis, and Armstrong Williams

Episode: 099

Aired: April 30 2011

One on One: Interview with White House Senior Advisor

On the Record: Examines the President's agenda to help the black community

Guest: Valerie Jarrett, Rev Al Sharpton, Angela McGlowan, and Jeff Johnson

Episode: 103

Aired: May 07 2011

All Access: Examined the current political climate and how it impacts your community

Guest: Marc Morial, Dr. Imani Perry, and David Webb

Continued on the Next Page.....

OUR WORLD WITH BLACK ENTERPRISE
AIRD: SATURDAYS @ 6:30AM -- A HALF HOUR PROGRAM

Episode: 104

Aired: May 14 2011

All Access: Interview with host Tavis Smiley Show on PBS

On the Record: Discussion on Gender Justice and the struggle to keep men and women equal on all levels

Slice of Life: Profiles teacher who makes learning math, science and technology fun

Guest: Tavis Smiley, Byron Hurt, Salamishah Tillet, and Akiba Solmon

Episode: 105

Aired: May 21 2011

All Access: Interview with infamous Hollywood actress who returns to Off-Broadway

On the Record: Looks at love in the black community

Slice of Life: Profile author and 1984 USA Winter Paralympic silver & bronze medalist in skiing

Guest: Sanaa Lathan, Mona Scott-Young, Jimmie Briggs, Esther Armah, and Bonnie St John

Episode: 106

Aired: May 28 2011

All Access: Dedication to the legendary Black Panther Party member

Guest: Angela Davis

Episode: 107

Aired: June 04 2011

All Access: Interview with author, attorney TV personality and CEO of TheCASHFLOW non-profit program

Guest: Star Jones and Magnus Greaves

Episode: 108

Aired: June 11 2011

All Access: Interview with legendary musician, arranger, composer and 27 time Grammy Award winner

Guest: Quincy Jones

Episode: 101

Aired: June 18 2011

All Access: Interview with gospel recording artist behind Mary Mary

On the Record: Examines the state of independent films

Slice of Life: Profiles a Michigan dentist who provides Free Dental Care Day each MLK Holiday

Guest: Erica Atkin-Campell, Tina Atkins-Campell, Tanya Hamilton, Qasim Basir, Gabrielle Glore, and Dr James Lee

Episode: 102

Aired: June 25 2011

All Access: Interview with author, Olympian and WNAB player

On the Record: Looks at African American in the criminal justice system

Guest: Marion Jones, Barry Scheck, Monfia Bandele, and Michael Coard,

OUR WORLD WITH BLACK ENTERPRISE

Show Synopsis Episode 95

Show No. 95

On this edition of Our World with Black Enterprise, our All Access interview is with actor/comedian Anthony Anderson.

Our On The Record discussion examines the popularity of reality television with Alicia Quarles, Global Entertainment Editor, Associated Press; Jawn Murray, Entertainment Reporter, The Tom Joyner Morning Show; and Kelly Smith Beaty, former Reality Show Contestant, The Apprentice.

OUR WORLD WITH BLACK ENTERPRISE

Show Synopsis Episode 96

Show No. 96

On this edition of Our World with Black Enterprise, our All Access interview features singer/songwriter, Ne-Yo who recently released his new CD "Libra Scale". Plus, the On the Record discussion examines the rise of bullying among high school students with panelists Russlynn Ali, Assistant Secretary of Education for Civil Rights; Dr. Jeff Gardere, psychologist and contributor to Healthguru.com; and Wihelmina Stone, a member of NOPCAS.

OUR WORLD WITH BLACK ENTERPRISE

Show Synopsis Episode 97

Show No. 97

On this edition of Our World with Black Enterprise, musician, producer, activist and Presidential candidate Wyclef Jean sits down to provide an All Access interview on his past musical history with the Fugees and his brief run for the 2010 Haitian Presidency.

Our Slice of Life segment highlights Dr. Bill Releford, affectionately referred to as the "Barbershop Doctor". Follow us as we take a look into the health screenings for Diabetes and High Blood Pressure all while waiting to get a hair cut.

OUR WORLD WITH BLACK ENTERPRISE

Show Synopsis Episode 98

Show No. 98

On this edition of Our World with Black Enterprise, singer, songwriter and actress Jill Scott talks passionately about motherhood, the music industry, and the youth in her home town of Philadelphia.

Our On the Record discussion examines the rise of African Americans within the GOP with Republican political commentators Lenny McAllister, Vanessa Jean Louis, and Armstrong Williams.

OUR WORLD WITH BLACK ENTERPRISE

Show Synopsis Episode 99

Show No. 99

On this edition of Our World with Black Enterprise, we go to the White House to talk to Senior White House Advisor Valerie Jarrett, who shares President Obama's strategy to move the nation forward over the next two years.

Our "On the Record" discussion examines the President's agenda to help the black community. Our panelists include: Rev. Al Sharpton, founder of National Action Network and a former presidential candidate; Angela McGlowan, Fox News Political Analyst; and Jeff Johnson, MSNBC political commentator.

OUR WORLD WITH BLACK ENTERPRISE

Show Synopsis Episode 100

Show No. 100

For the past five years, Our World with Black Enterprise has covered groundbreaking stories, reported triumphs and tragedies in the Black community, debated current affairs and featured A-list celebrities. The show recently celebrated its 100th episode. The episode recaps topics from Hurricane Katrina, the earthquake in Haiti, violence in our communities, education & leadership, celebrities in Hollywood, politics, and our first Black President...Barack Obama.

OUR WORLD WITH BLACK ENTERPRISE

Show Synopsis Episode 101

Show No. 101

On this edition of Our World with Black Enterprise, our All Access interview is with Erica Atkins-Campbell and Tina Atkins-Campbell, the gospel recording artists behind Mary Mary. They talk about music, family and their careers.

Our On the Record discussion examines the state of independent films with Tanya Hamilton, the director of "Night Catches Us"; Qasim Basir, the writer/director of the film "Mooz-lum"; and Gabrielle Glore, executive producer at Urbanworld Film Festival.

The Slice of Life profiles a Michigan dentist, Dr. James Lee, who provides Free Dental Care Day each Martin Luther King holiday.

OUR WORLD WITH BLACK ENTERPRISE

Show Synopsis Episode 102

Show No. 102

Our All Access interview is with Marion Jones, who is back with a new book and career as point-guard for the WNBA's Tulsa Shock. She talks openly about having to forfeit her five medals from the 2000 Summer Olympics in Sydney, Australia, for using performance-enhancing drugs and serving six months in prison for lying to federal prosecutors.

The On The Record discussion looks at African Americans in the criminal justice system with Barry Scheck, an attorney for the Innocence Project; Monifa Bandele, program manager at the National Coalition on Black Civic Participation; and Michael Coard, a Philadelphia Criminal Trial Lawyer and activist.

OUR WORLD WITH BLACK ENTERPRISE

Show Synopsis Episode 103

Show No. 103

On this edition of Our World with Black Enterprise, we devote the entire show to examining the current political climate and how it impacts your community. Panelists include Marc Morial, president & CEO, the National Urban League; Dr. Imani Perry, Professor at Princeton University; and David Webb, Co-founder, Tea party 365.

OUR WORLD WITH BLACK ENTERPRISE

Show Synopsis Episode 104

Show No. 104

On this edition of Our World with Black Enterprise, our All Access interview is with Tavis Smiley, host of the Tavis Smiley Show on PBS. He talks about the flack he gets for criticizing President Obama and holding him accountable to the black community.

Our On the Record discussion looks at Gender Justice and the struggle to keep men and women equal on all levels. Our panelists include: Byron Hurt, gender activist and filmmaker and director of "Soul Food Junkies"; Salamishah Tillet, Assistant Professor at the University of Pennsylvania; and Akiba Solomon, columnist at Colorlines.com.

Our Slice of Life profiles a teacher who makes learning math, science and technology fun.

OUR WORLD WITH BLACK ENTERPRISE

Show Synopsis Episode 105

Show No. 105

On this edition of Our World with Black Enterprise, Sanaa Lathan discusses her career in Hollywood and her return to the stage in the Off-Broadway play, "By the Way, Meet Vera Stark".

The On the Record discussion looks at love in the black community with Mona Scott-Young, executive producer of VH1's "Love & Hip Hop"; Jimmie Briggs, co-founder and executive director of "Man Up Campaign"; and Esther Armah, international journalist and radio host.

Our Slice of Life profiles Bonnie St. John, author and 1984 U.S.A. Winter Paralympic silver and bronze medalist in skiing.

OUR WORLD WITH BLACK ENTERPRISE

Show Synopsis
Episode 106

Show No. 106

On this edition of Our World with Black Enterprise, we devote the entire program to legendary Black Panther Party member, Angela Davis, who talks about her experience, her career and her mission to abolish the U.S. prison system.

OUR WORLD WITH BLACK ENTERPRISE

Show Synopsis Episode 107

Show No. 107

On this edition of Our World with Black Enterprise, our All Access interview is with author, attorney and TV Personality Star Jones, who discusses her new book, "Satan's Sisters", her personal battle with heart disease and her on-camera conflict with NeNe Leakes on Celebrity Apprentice. Plus, we interview Magnus Greaves, CEO of TheCASHFLOW, about his new non-profit program, "100 Urban Entrepreneurs", and the grants it provides to small business owners.

OUR WORLD WITH BLACK ENTERPRISE

Show Synopsis Episode 108

Show No. 108

On this edition of Our World with Black Enterprise, we devote the entire program to our All Access interview with Quincy Jones, musician, arranger, composer and 27-time Grammy Award winner. He discusses his work with Frank Sinatra, Ray Charles and Michael Jackson, and the future of the recording industry.

WUXP (TV)
Programming & Issues
SECOND QUARTER 2011

I. Programs & Issues

- A. Health Prevention
- B. Alcohol and Drug Prevention
- C. Crime Prevention
- D. Community Support Services & Organizations

II. Non-Broadcast Efforts, Other

WUXP (TV)

SECOND QUARTER 2011

Programs & Issues– Health Related Issues

Hosted Events:

- **MUSIC CITY ROW ROAD RACE April 09** : MYTV30 (WUXP) aired and produced a PSA provided for *The St Jude Children Hospital*. The race brings Country Music fans from around the world will lace up their sneakers to walk and run in support of patients at St. Jude Children's Research Hospital who are battling cancer and other deadly diseases. Hosted by Country Music star **Jo Dee Messina**, the St. Jude Music Fest Road Race is the first family run to be included in the 39-year history of the CMA Music Festival, an annual celebration of Country Music in Downtown Nashville that spans four days of concerts, autograph signings, family fun and more. St. Jude Music Fest Road Race participants can become St. Jude Heroes and raise additional awareness for St. Jude by collecting donations from friends and family as they train for the race. St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. St. Jude is the first and only pediatric cancer center to be designated as a Comprehensive Cancer Center by the National Cancer Institute. St. Jude is the only pediatric cancer research center where families never pay for treatment not covered by insurance. No child is ever denied treatment because of the family's inability to pay.
- **BABY FAIR April 09** : MYTV30 (WUXP) aired a PSA provided by *Baptist Hospital*. The Baby Fair is for new and expectant parents will find all the information and resources they need concerning their bundles of joy during The Baby Fair, presented by Baptist Hospital and *Nashville Parent*. The Baby Fair features educational seminars, exhibits and demonstrations about infant safety, education, health and nutrition, exercise, maternity wear, baby clothing, furniture and other products and local resources. There were tours of Baptist Hospital's birthing facility and Baptist Hospital experts will present classes in newborn care and breastfeeding.
- **MUSIC CITY TENNIS INVITATIONAL**: MYTV30 (WUXP) aired a PSA provided by Music City Tennis Invitational. This event benefits the Center for Child Development CCD) at Monroe Carell Jr. Vanderbilt Children's Hospital. CCD's primary concern is providing screening, evaluation and referral services for children who are developmentally delayed; who are experiencing a wide range of problems such as learning difficulties, autism, mental retardation, attention deficit hyperactivity disorders, and delays in sitting, talking, walking and more.
- **RELAY FOR LIFE April 29/May 13-21/June 3-24**: MYTV30 (WUXP) aired a PSA provided by *American Cancer Society*. The American Cancer Society Relay For Life is a life-changing event that gives everyone in communities across the globe a chance to celebrate the lives of people who have battled cancer, remember loved ones lost, and fight back against the disease.
- **PHIL & CHARLIE GOLF CLASSIC -JASON FOUNDATION**: MYTV30 (WUXP) aired a PSA provided by "*The Jason Foundation*". The Jason Foundation, Inc. (JFI) is an educational organization dedicated to the awareness and prevention of youth suicide. JFI believes that awareness and education are the first steps to prevention. JFI's intention is to empower youth, educators and parents to help recognize when young people are in pain and know to get professional help involved as soon as possible.
- **GREAT STRIDE (CYSTIC FIBROSIS) May 21**: (: MYTV30 (WUXP) aired a PSA provided by Cystic Fibrosis Foundation. GREAT STRIDES is the CF Foundation's largest fund-raising event. It provides opportunities for all people within a local community to get involved. Walk day is a fun, family-oriented celebration that includes a healthy walk, *Kids' Corner* activities, food, and festivities. The

benefit supports the mission of the Cystic Fibrosis Foundation is to assure the development of the means to cure and control cystic fibrosis and to improve the quality of life for those with the disease.

- **ST JUDE DREAM HOME JUNE 26 :** MYTV30 (WUXP) aired a PSA provided for MDA *The St Jude Children Hospital*. St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases.

General Information:

- **EPA RANDON BABY STEPS:** MYTV30 (WUXP) aired a PSA provided by "*Environmental Protection Agency/Indoor Air Quality*". Living Healthy & Green campaign which wants Americans to know that a big part of "living green" is breathing clean, healthy indoor air. It's the environmentally responsible choice that can help reduce lung cancer. Since radon enters homes from under the ground, living healthy and green starts from the ground up. By kicking radon out of homes every family can have safer, healthier air to breathe. EPA developed Living Healthy & Green to educate the public about how easy it can be to kick radon out.
- **HEALTH TOMORROW-Nutrition Education:** MYTV30 (WUXP) aired a PSA provided by LetsMove.org. *Let's Move!* is a comprehensive initiative, launched by the First Lady, dedicated to solving the problem of obesity within a generation, so that children born today will grow up healthier and able to pursue their dreams. *Let's Move!* Campaign is about putting children on the path to a healthy future during their earliest months and years. Giving parents helpful information and fostering environments that support healthy choices. Providing healthier foods in our schools. Ensuring that every family has access to healthy, affordable food. And, helping children become more physically active.
- **JASON FOUNDATION:** MYTV30 (WUXP) aired a PSA provided by "*The Jason Foundation*". The Jason Foundation, Inc. (JFI) is an educational organization dedicated to the awareness and prevention of youth suicide.
- **THIS IS WHY-Y.M.C.A:** MYTV30 (WUXP) aired a PSA provided by *YOUNG MEN CHRISTIAN ORGANIZATION*. The "Y" is an inclusive organization of men, women and children joined together by a shared commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility.
- **STOP DIABETES:** MYTV30 (WUXP) aired a PSA provided by *American Diabetes Association*. *Stop Diabetes* is the movement to end the devastating toll that diabetes takes on millions of individuals and families across our nation. American Diabetes Association is on a mission to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

WUXP (TV)

SECOND QUARTER 2011

Programs & Issues– Alcohol and Drug Prevention

- **DRUNK DRIVING PREVENTION & ANTI-DRUG** MYTV30 (WUXP) aired a PSA provided by *Sumner County Anti Drug Coalition* which provides parents and students with *Information on Underage Drinking*. Underage drinking can have serious consequences. You can protect your children from the risks associated with drinking by maintaining open communication and expressing a clear, consistent message about alcohol. Support your children's future-keep them alcohol free.
- **YOUTH RECKLESS DRIVING** MYTV30 (WUXP) aired a PSA provided by SADD (*Students Against Destructive Decisions*) and AAA (*American Automobile Association*) which are partnered up with the *Speak Up Or Else* (is sponsored by the Ad Council) campaign and are helping to spread the word about the danger of reckless driving. The PSAs also direct teens to visit the campaign's website SpeakUpOrElse.com, where they can learn more about the issue and pledge to be safe passengers.

WUXP (TV)

SECOND QUARTER 2011

Programs & Issues– Crime Prevention

- **ON THE ROAD-OFF THE PHONE** MYTV30 (WUXP) aired a PSA provided by the National Safety Council (NSC) and CTIA-The Wireless Association. The National Safety Council (NSC) and CTIA-The Wireless Association announced a joint education campaign – focused on teens – to explain the dangers of distracted driving and to tell them when they're "On the Road, Off the Phone.
- **CYBERBULLY "CHICKEN** MYTV30 (WUXP) aired a (30 second spot) PSA provided by the *National Crime Prevention Council*. Online bullying, called cyber-bullying, happens when teens use the Internet, cell phones, or other devices to send or post text or images intended to hurt or embarrass another person. Cyber-bullying is a problem that affects almost half of all American teens. Whether you've been a victim of cyber-bullying, know someone who has been cyber-bullied, or have even cyber-bullied yourself, there are steps you and your friends can take to stop cyber-bullying and stay cyber-safe. Parents can help stop cyber-bullying. You can start by talking to kids about the issue and teaching them the rules below that will help prevent cyber-bullying from happening to them or someone they know.

WUXP (TV)

SECOND QUARTER 2011

Programs & Issues– Community Support Services

A HALF HOUR PROGRAM LOCALLY PRODUCED PUBLIC AFFAIRS SHOW – “COMMENTS WITH DR. HANEY” DR. JAMES HANEY, A PROFESSOR AT TENNESSEE STATE UNIVERSITY, HOSTS THIS SHOW WHICH DISCUSSES A WIDE ARRAY OF TOPICS THAT ARE OF CONCERN TO NASHVILLE, ALL TENNESSEANS, AND THOSE WHO JUST WANT TO KNOW. THIS SHOW IS PRODUCED IN OUR STUDIOS AND LATE AIRED ON SATURDAY MORNINGS. TOPICS HAVE INCLUDED LOCAL AREA COLLEGES LIKE TENNESSEE STATE UNIVERSITY AND FISK UNIVERSITY; A VIEW INTO THE TENNESSEE AGENERAL ASSEMBLY; THE JUVENILE JUSTICE COURT SYSTEM, AND THE CRIMINAL JUSTICE SYSTEM IN THE UNITED STATES.THE STORY OF FISK JUBILEE SINGERS. A WIDE ARRAY OF TOPICS AND GUESTS THAT PROVIDE A WEALTH OF INFORMATION, WHICH IS NEEDED IN TODAY’S SOCIETY.

COMMENTS WITH DR. HANEY – HALF HOUR PROGRAM

AIRED: April 02 2011

TOPIC: 50th Anniversary of Sit-In Movement

GUEST: E. McClain, Frankie, and M. Smith

COMMENTS WITH DR. HANEY – HALF HOUR PROGRAM

AIRED: April 08 2011

TOPIC: President Obama Stimulus Plan

GUEST: Rev. R. Mitchell

COMMENTS WITH DR. HANEY – HALF HOUR PROGRAM

AIRED: April 16 2011

TOPIC: Nigeria and Terrorism

GUEST: Dr. Leonard Madu

COMMENTS WITH DR. HANEY – HALF HOUR PROGRAM

AIRED: April 23 2011

TOPIC: Ex Offenders and Second Chance Programs

GUEST: K. Walker

COMMENTS WITH DR. HANEY – HALF HOUR PROGRAM

AIRED: April 30 2011

TOPIC: Galaxy Star and Peacemakers

GUEST: C. Greenlee and Kim Brown

COMMENTS WITH DR. HANEY – HALF HOUR PROGRAM

AIRED: May 07 2011

TOPIC: Minorities in STEM

GUEST: Dean S Hargrove

COMMENTS WITH DR. HANEY – HALF HOUR PROGRAM

AIRED: May 14 2011

TOPIC: Reparations Conference at Tennessee State University

GUEST: K Caine

Continued on Next Page.....

Programs & Issues– Community Support Services

COMMENTS WITH DR. HANEY – HALF HOUR PROGRAM

AIRD: May 21 2011

TOPIC: Galaxy Star Drug Prevention Program

GUEST: C. Greenlee and K Brown

COMMENTS WITH DR. HANEY – HALF HOUR PROGRAM

AIRD: May 28 2011

TOPIC: Revolving Door Syndrome

GUEST: Pastor K. Walker

COMMENTS WITH DR. HANEY – HALF HOUR PROGRAM

AIRD: June 04 2011

TOPIC: Big Brothers and Big Sisters Middle Tennessee

GUEST: L. Perry

COMMENTS WITH DR. HANEY – HALF HOUR PROGRAM

AIRD: June 11 2011

TOPIC: President Obama Economic Stimulus Plan Revisited

GUEST: Dr. M. Paruch

COMMENTS WITH DR. HANEY – HALF HOUR PROGRAM

AIRD: June 18 2011

TOPIC: Cuba

GUEST: Dr. Leonard Madu

COMMENTS WITH DR. HANEY – HALF HOUR PROGRAM

AIRD: June 25 2011

TOPIC: Reparations Conference at Tennessee State University

GUEST: K. Caine

NON-BROADCAST ACTIVITIES

INTERNSHIP PROGRAM

WUXP OFFERED PROMISING STUDENTS THE OPPORTUNITY TO INTERN AT OUR STATION IN VARIOUS DEPARTMENTS SUCH AS NEWS, SALES AND ACCOUNTING. THE INTERNS WERE TREATED LIKE REGULAR EMPLOYEES AND GOT A TRUE HANDS-ON EXPERIENCE IN THEIR DESIRED FIELD OF WORK. THE INTERNSHIP PROGRAM WORKS CLOSELY WITH THE PARENTING UNIVERSITY OR COLLEGE IN ORDER TO MAINTAIN THE FLOW OF COMMUNICATION FOR GRADES, ATTITUDE AND ACQUIRED LEARNING SKILLS AND KNOWLEDGE.

Armstrong Williams Television Show May 2011

Hello,

The dates listed below are the FEED dates for May. Every station has different air dates. As always, we feed 1 week in advance of the actual air date. Friday (primary feed) and Monday (back up) feeds are always at 2:30pm EST.

Please see the updated "The Right Side w/ Armstrong Williams" May schedule attached (formats below):

5/6-5/9

Show # 549

(Oil Crisis)

Edwin Black and Nick Loris discuss America's oil crisis and possible alternatives.

Segment 1..... 7:45
Break 1.....2:00
Segment 2..... 7:21
Break 2.....2:00
Segment 3..... 5:23
Break 3.....2:00
Segment 4 (w/credits)..... 2:14

5/13-5/16

Show # 548

(Families Overcoming Tragic Deaths)

Debora Minette Freeland's sister was murdered by her husband. She talks about the pain her family is experiencing.

Segment 1..... 7:19
Break 1.....2:00
Segment 2..... 7:53
Break 2.....2:00
Segment 3.....3:23
Break 3.....2:00
Segment 4 (w/credits)..... 4:06

5/20-5/23

Show # 547

(Silent Killers)

Marcello Muzzatti and Eric Bowman, both former police officers, discuss the fact we have silent killers living among us.

Segment 1..... 7:46
Break 1.....2:00
Segment 2..... 7:37
Break 2.....2:00
Segment 3..... 5:01
Break 3.....2:00
Segment 4 (w/credits)..... 2:25

5/27-5/30

Show # 553

(Art of Global Business)

Cpt. Wolf and Pam Seyfert discuss international business.

Segment 1..... 7:58
Break 1.....2:20
Segment 2..... 7:06
Break 2.....2:00

Segment 3..... 5:20

Break 3.....2:00

Segment 4..... 2:24

The satellite coordinates are:

AMC-3

Transponder 9 Slot A

Uplink Freq.: 14164.625 MHz

Uplink Polarity: Vertical

Downlink Freq.: 11864.625 MHz

Downlink Polarity: Horizontal

FEC: $\frac{3}{4}$

Data Rate: 5.5 Mb/s

Symbol Rate: 3.9787

For technical assistance or feed issues please contact **David Hackney**
@ (410-568-1726) in corporate engineering

Armstrong Williams Television Show June 2011

Hello,

The dates listed below are the FEED dates for June. Every station has different air dates. As always, we feed 1 week in advance of the actual air date. Friday (primary feed) and Monday (back up) feeds are always at 2:30pm EST.

Please see the updated "The Right Side w/ Armstrong Williams" June schedule attached (formats below):

6/3-6/6

Show # 555

(Blue Print Leadership)

Sharon Flucker, Executive Director AND Ervin Parker, Chairman, discusses the success of their program in preventing juvenile delinquency.

Segment 1..... 8:00
Break 1.....2:00
Segment 2..... 7:30
Break 2.....2:00
Segment 3..... 5:30
Break 3.....2:00
Segment 4 (w/credits)..... 1:50

6/10-6/13

Show # 556

(Ecumenical Discussion)

Bishop Michael Blue, Pastor, Door of Hope Christian Church in Marion, SC talks about morals, values and spirituality.

Segment 1..... 8:00

Break 1.....2:00
Segment 2..... 7:30
Break 2.....2:00
Segment 3..... 5:30
Break 3.....2:00
Segment 4 (w/credits)..... 1:50

6/17-6/20

Show # 557

(Integrity & Leadership in our Youth)

Blakely Jenkins, Membership and Community Programs Manager and others discuss Youth leadership in the community.

Segment 1..... 8:00
Break 1.....2:00
Segment 2..... 7:30
Break 2.....2:00
Segment 3..... 5:30
Break 3.....2:00
Segment 4 (w/credits)..... 1:50

6/24-6/27

Show # 510

(Cyber Security)

Tom Helou, President and COO, Authenware Corp. discuss options to protect your privacy via internet and information to alert users of the internet.

Segment 1..... 8:15
Break 1.....2:20
Segment 2..... 7:31
Break 2.....2:00

Segment 3..... 5:10

Break 3.....2:00

Segment 4..... 1:54

The satellite coordinates are:

AMC-3

Transponder 9 Slot A

Uplink Freq.: 14164.625 MHz

Uplink Polarity: Vertical

Downlink Freq.: 11864.625 MHz

Downlink Polarity: Horizontal

FEC: $\frac{3}{4}$

Data Rate: 5.5 Mb/s

Symbol Rate: 3.9787

For technical assistance or feed issues please contact **David Hackney**
@ (410-568-1726) in corporate engineering