

## FCC 398 Children's Television Programming Report

Report reflects information for the filing period ending: 09/30/1998 Filed on: 10/09/1998

Call Sign	Channel Numbers	Community of License			
<b>WGEM</b>	<b>10 (analog)</b>	City	State	County	ZIP Code
		<b>Quincy</b>	<b>IL</b>	<b>ADAMS</b>	<b>62301</b>
Licensee Name					
<b>Quincy Broadcasting Company</b>					
Network Affiliation	Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)			
<b>NBC</b>	<b>Quincy-Hannibal-Keokuk</b>	<b>www.wgemquincy.com</b>			
Facility ID	Previous Call Sign (if applicable)	License Renewal Expiration Date			

### Analog Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. §73.671(c). **4.00 hours**
3. (a) Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. §73.673? **Y**
- (b) Identify publishers who were sent information in 3(a).

4. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

Title of Analog Core Program #1		Origin	
<b>SING ME A STORY WITH BELLE</b>		<b>SYNDICATED</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>Sunday 9:00-9:30a</b>	<b>8</b>	<b>1</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
<b>30 minutes</b>	<b>2 years</b>	<b>6 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>The series is designed to teach young children, through a series of classic stories and discussions, about the fundamentals, morals and educational lessons of life.</b>			

Title of Analog Core Program #2		Origin	
<b>BILL NYE THE SCIENCE GUY</b>		<b>SYNDICATED</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>Saturday 11:30a-12:00p 7/4-9/5; Saturdays 12:00-12:30p 9/12-9/26</b>	<b>12</b>	<b>1</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	

<b>30 minutes</b>	<b>6 years</b>	<b>11 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>The series is designed to teach children in an entertaining way about fairly sophisticated scientific concepts.</b>			

Title of Analog Core Program #3			Origin
<b>SAVED BY THE BELL: THE NEW CLASS</b>			<b>NETWORK</b>
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptptions	
<b>Saturday 8:00-8:30a &amp; 9:00-9:30a 7/4-9/5; Saturdays 9:00a-9:30a 9/12-9/26</b>	<b>12</b>	<b>1</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
<b>30 minutes</b>	From	To	
	<b>13 years</b>	<b>16 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>The educational objective of this program is to demonstrate how the knowledge of one or more characters in the story moves from one level to a more informed or higher level of knowledge by the end of each episode. This change in knowledge conveys an educational message to the audience which may fall into one or more categories-intellectual-cognitive and/or socio-emotional. The message will always be integral to the plot and present throughout the script. This objective is achieved through this series by exploring social themes through the daily school life of six teenage friends at Bayside High who help each other make the most of growing up in a complicated world. The Bayside kids give teens a useful perspective on many of the tough issues they have to face both in their peer relationships, and in personal decision-making both in and out of the classrooms.</b>			

Title of Analog Core Program #4			Origin
<b>STUDENT BODIES</b>			<b>SYNDICATED</b>
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptptions	
<b>Saturdays 11:00a-11:30a 7/4-9/5; Sundays 9:00a-9:30a 9/12-9/27</b>	<b>12</b>	<b>1</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
<b>30 minutes</b>	From	To	
	<b>13 years</b>	<b>16 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>It's not your average high school. That's what happens when a group of high school kids create their own comic book about life at their school Each distinctive character has a comic book alter ego who acts out the real character's feelings in brief animated vignettes.</b>			

Title of Analog Core Program #5			Origin
<b>HANG TIME</b>			<b>NETWORK</b>
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptptions	
<b>Saturday 9:30-10:00a 7/4-9/5; Saturdays 9:30a-10:00a</b>	<b>12</b>	<b>1</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
<b>30 minutes</b>	From	To	
	<b>13 years</b>	<b>16 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>The educational objective of this program is to demonstrate how the knowledge of one or more</b>			

characters in the story moves from one level to a more informed or higher level of knowledge by the end of each episode. This change in knowledge conveys an educational message to the audience which may fall into one or more categories-intellectual-cognitive and/or socio-emotional. The message will always be integral to the plot and present throughout the script. This objective is achieved in this series by examining how a boy's team accepts a female player, and by exploring themes related to group processes, such as teamwork, reciprocity, cooperation and competition, tolerance and acceptance. As the team and their close friends go through each basketball season, they face new challenges and solve problems through individual effort and mutual support.

Title of Analog Core Program #6		Origin	
<b>HANG TIME (2)</b>		<b>NETWORK</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptptions	
<b>Saturday 10:00-10:30a 7/4-9/5; Saturdays 11:00a-11:30a 9/12-9/26</b>	<b>12</b>	<b>1</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
<b>30 minutes</b>	From	To	
	<b>13 years</b>	<b>16 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The educational objective of this program is to demonstrate how the knowledge of one or more characters in the story moves from one level to a more informed or higher level of knowledge by the end of each episode. This change in knowledge conveys an educational message to the audience which may fall into one or more categories-intellectual-cognitive and/or socio-emotional. The message will always be integral to the plot and present throughout the script. This objective is achieved in this series by examining how a boy's team accepts a female player, and by exploring themes related to group processes, such as teamwork, reciprocity, cooperation and competition, tolerance and acceptance. As the team and their close friends go through each basketball season, they face new challenges and solve problems through individual effort and mutual support.</p>			

Title of Analog Core Program #7		Origin	
<b>NBA: INSIDE STUFF</b>		<b>NETWORK</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptptions	
<b>Saturday 10:30-11:00a 7/4-9/5; Saturdays 11:30a-12:00p 9/12-9/26</b>	<b>12</b>	<b>1</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
<b>30 minutes</b>	From	To	
	<b>13 years</b>	<b>16 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The educational objective of this program is to introduce the teen audience to the pro-social, off court activities of basketball players and other individuals who have overcome various obstacles in order to achieve their goals. The program segments are based on a curriculum inspired by the U.S. Department of Education's Goals 2000, with particular focus on messages encouraging the following values: school completion, community service, cooperation, tolerance of differences, healthful practices and athletics, peaceful conflict resolutions and global awareness. These educational and informational messages are conveyed primarily through real life examples, interviews and commentary by the program's hosts.</p>			

Title of Analog Core Program #8		Origin	
<b>CITY GUYS</b>		<b>NETWORK</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptptions	

Saturday 8:30-9:00a 7/4-9/5; Saturday 10:30a-11:00a 9/12-9/26		12	1
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The educational objective of this program is to demonstrate how the knowledge of one or more characters in the story moves from one level to a more informed or higher level of knowledge by the end of each episode. This change in knowledge conveys an educational message to the audience which may fall into one or more categories-intellectual-cognitive and/or socio-emotional. The message will always be integral to the plot and present throughout the script. This objective is achieved in this series by exploring the pressures of living in a big city environment where situations are sometimes so difficult and challenging, kids have to learn sophisticated and responsible decision-making to be safe and stay focused. The series follows the encounters and problem solving of two young men through an eventful school year at Manhattan High and shows teens how to work with their principal, family and friends to be successful.</p>			

Title of Analog Core Program #9		Origin	
ONE WORLD		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 10:00a-10:30a 9/12-9/26	3	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Set in Miami, a former professional baseball player, Dave Blake, decides to provide a loving and safe home for kids who never had one. An orphan himself, Dave and his sculptor wife, Karen, choose to adopt six kids from diverse, racial and ethnic backgrounds. the leader of the bunch is Ben, a gifted and sensitive musician; Sui is an Asian-American girl who is beautiful, athletic and always upbeat; Cuban-American Marciana is the entrepreneur of the group, always looking to turn a quick buck; Neal is an African-American who combines a brilliant mind with street sensibilities; and Cray, the youngest of the clan, is a teen in search of his identity, as he is unsure of his heritage.</p>			

### Non-Core Educational and Informational Programming

5. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and informational program.

Title of Analog Non-Core Program #1		Origin	
NICK NEWS		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 5:30a-6:00a 7/4-9/12	11	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	6 years	11 years	
Does the program have educating and informing children ages 16 and under as a significant purpose?			Y

If Yes, does the Licensee identify each program by displaying throughout the program the symbol E/I?	<b>Y</b>
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. §73.673?	<b>Y</b>
Description of Program	
<b>To provide a forum for kids to think and ask questions about the world around them. To give kids information and background they need to understand events. To illuminate the future potential in current events for kids. To give kids ways of using news as a part of their lives. To enable and encourage kids to take a point of view. To help kids feel good about knowing and wanting to know.</b>	
Date and Time Aired (if preempted and rescheduled)	

Title of Analog Non-Core Program #2		Origin
<b>GEM KIDS</b>		<b>LOCAL</b>
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
<b>Saturday 7/11 12:00-12:30p; Saturday 8/8 12:00-12:30p; Saturday 9/5 12:00-12:30p</b>	<b>3</b>	<b>0</b>
Length of Program	Age of Target Audience	
<b>30 minutes</b>	From	To
	<b>12 years</b>	<b>16 years</b>
Does the program have educating and informing children ages 16 and under as a significant purpose?		<b>Y</b>
If Yes, does the Licensee identify each program by displaying throughout the program the symbol E/I?		<b>Y</b>
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. §73.673?		<b>Y</b>
Description of Program		
<b>Gem Kids is designed towards news for kids, reported by kids. It give them information and background they need to understand events and illuminate potential in current events for kids. Gives them a way of using news as a part of their lives. Encourages kids to take a point of view.</b>		
Date and Time Aired (if preempted and rescheduled)		

### Sponsored Core Programming

6. List Core Programs, if any, aired by other analog stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

Number	Title of Analog Sponsored Core Program	Call Sign of Broadcaster	Channel Number of Broadcaster	Total Programming Increased
<b>1</b>	<b>BARNEY &amp; FRIENDS</b>	<b>WQEC</b>	<b>27</b>	<b>N</b>
<b>2</b>	<b>READING RAINBOW</b>	<b>WQEC</b>	<b>27</b>	<b>N</b>

Title of Analog Sponsored Core Program #1		Origin
<b>BARNEY &amp; FRIENDS</b>		<b>SYNDICATED</b>
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions

<b>Monday - Sunday 8:30am-9:00am</b>		<b>92</b>	<b>0</b>
Length of Program <b>30 minutes</b>	Age of Target Audience		E/I Symbol Used As Required
	From <b>2 years</b>	To <b>5 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming <b>Barney &amp; Friends has captured the imaginations of preschool children across the country and continues to play an important role in public awareness and concern for early childhood development. The series gives children a positive view of themselves and the world while they're having fun with their favorite purple dinosaur and his friends. Each episode is filled with educational objectives such as learning their ABC's, counting, music, sharing and caring about others to name a few.</b>			
Date and Time Aired (if preempted and rescheduled)			

Title of Analog Sponsored Core Program #2 <b>READING RAINBOW</b>		Origin <b>SYNDICATED</b>	
Regular Schedule <b>Mon-Fri 2:00 p.m. Saturday 10:30a</b>	Total Times Aired at Regularly Scheduled Time <b>79</b>	Number of Pre-emptions <b>0</b>	
Length of Program <b>30 minutes</b>	Age of Target Audience		E/I Symbol Used As Required
	From <b>5 years</b>	To <b>8 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming <b>Reading Rainbow was made with the idea that television can be a valuable instrument to inspire children to read. Each week spotlights a featured book and explores it central theme. Viewers see the book brought to life as the illustrations are shown and the text is read, often by a celebrity narrator. On location adventures then expand on the featured book's theme with "real life" situations. At the close of each show, books related to the main topic are reviewed by "kid" reviewers so that families can continue to enjoy the many worlds found in books.</b>			
Date and Time Aired (if preempted and rescheduled)			

### Digital Core Programming

- 7. (a) State the average number of hours of Core Programming per week broadcast by the station on its main program stream.
- (b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel?
- (c) If Yes to 7(b), the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream.  
If No to 7(c), submit as an Exhibit a Statement of Explanation.
- 8. (a) State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream.
- (b) State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. §73.671.
- 9. (a) Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. §73.673?
- (b) Identify publishers who were sent information in 9(a).


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10. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

*[There are no digital core program reports.]*

- 11. (a) Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?
- (b) If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired.


### Non-Core Educational and Informational Programming

12. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and information program.

*[There are no digital non-core program reports.]*

### Sponsored Core Programming

13. List Core Programs, if any, aired by other stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

*[There are no digital sponsored core program broadcast reports.]*

*[There are no digital sponsored core program detail reports.]*

### Other Matters

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel or both channels.

Title of Planned Core Program #1	Origin	
<b>STUDENT BODIES</b>	<b>SYNDICATED</b>	
Regular Schedule	Total Times to be Aired	
<b>Sunday 9:00-9:30a</b>	<b>10</b>	
Length of Program	Age of Target Audience	
	From	To
<b>30 minutes</b>	<b>13 years</b>	<b>16 years</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<b>It's not your average high school. That's what happens when a group of high school kids create their own comic book about life at their school Each distinctive character has a comic book alter ego who acts out the real character's feelings in brief animated vignettes.</b>		

Title of Planned Core Program #2	Origin	
<b>BILL NYE THE SCIENCE GUY</b>	<b>SYNDICATED</b>	
Regular Schedule	Total Times to be Aired	
<b>Saturday 12:00-12:30p</b>	<b>13</b>	
Length of Program	Age of Target Audience	
	From	To
<b>30 minutes</b>	<b>6 years</b>	<b>11 years</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<b>The series is designed to teach children in an entertaining way about fairly sophisticated</b>		

scientific concepts.

Title of Planned Core Program #3		Origin	
<b>SAVED BY THE BELL: THE NEW CLASS</b>		<b>NETWORK</b>	
Regular Schedule		Total Times to be Aired	
<b>Saturday 9:00a-9:30a</b>		<b>13</b>	
Length of Program	Age of Target Audience		
	From	To	
<b>30 minutes</b>	<b>13 years</b>	<b>16 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The educational objective of this program is to demonstrate how the knowledge of one or more characters in the story moves from one level to a more informed or higher level of knowledge by the end of each episode. This change in knowledge conveys an educational message to the audience which may fall into one or more categories-intellectual-cognitive and/or socio-emotional. The message will always be integral to the plot and present throughout the script. This objective is achieved through this series by exploring social themes through the daily school life of six teenage friends at Bayside High who help each other make the most of growing up in a complicated world. The Bayside kids give teens a useful perspective on many of the tough issues they have to face both in their peer relationships, and in personal decision-making both in and out of the classrooms.</p>			

Title of Planned Core Program #4		Origin	
<b>ONE WORLD</b>		<b>NETWORK</b>	
Regular Schedule		Total Times to be Aired	
<b>Saturday 10:00a-10:30a</b>		<b>10</b>	
Length of Program	Age of Target Audience		
	From	To	
<b>30 minutes</b>	<b>13 years</b>	<b>16 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Set in Miami, a former professional baseball player, Dave Blake, decides to provide a loving and safe home for kids who never had one. An orphan himself, Dave and his sculptor wife, Karen, choose to adopt six kids from diverse, racial and ethnic backgrounds. the leader of the bunch is Ben, a gifted and sensitive musician; Sui is an Asian-American girl who is beautiful, athletic and always upbeat; Cuban-American Marciana is the entrepreneur of the group, always looking to turn a quick buck; Neal is an African-American who combines a brilliant mind with street sensibilities; and Cray, the youngest of the clan, is a teen in search of his identity, as he is unsure of his heritage.</p>			

Title of Planned Core Program #5		Origin	
<b>HANG TIME (1)</b>		<b>NETWORK</b>	
Regular Schedule		Total Times to be Aired	
<b>Saturday 9:30a-10:00a</b>		<b>13</b>	
Length of Program	Age of Target Audience		
	From	To	
<b>30 minutes</b>	<b>13 years</b>	<b>16 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The educational objective of this program is to demonstrate how the knowledge of one or more characters in the story moves from one level to a more informed or higher level of knowledge by the end of each episode. This change in knowledge conveys an educational message to the audience which may fall into one or more categories-intellectual-cognitive and/or socio-</p>			

emotional. The message will always be integral to the plot and present throughout the script. This objective is achieved in this series by examining how a boy's team accepts a female player, and by exploring themes related to group processes, such as teamwork, reciprocity, cooperation and competition, tolerance and acceptance. As the team and their close friends go through each basketball season, they face new challenges and solve problems through individual effort and mutual support.

Title of Planned Core Program #6		Origin	
<b>HANG TIME (2)</b>		<b>NETWORK</b>	
Regular Schedule		Total Times to be Aired	
<b>Saturday 11:00a-11:30a</b>		<b>13</b>	
Length of Program	Age of Target Audience		
	From	To	
<b>30 minutes</b>	<b>13 years</b>	<b>16 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The educational objective of this program is to demonstrate how the knowledge of one or more characters in the story moves from one level to a more informed or higher level of knowledge by the end of each episode. This change in knowledge conveys an educational message to the audience which may fall into one or more categories-intellectual-cognitive and/or socio-emotional. The message will always be integral to the plot and present throughout the script. This objective is achieved in this series by examining how a boy's team accepts a female player, and by exploring themes related to group processes, such as teamwork, reciprocity, cooperation and competition, tolerance and acceptance. As the team and their close friends go through each basketball season, they face new challenges and solve problems through individual effort and mutual support.</p>			

Title of Planned Core Program #7		Origin	
<b>NBA INSIDE STUFF</b>		<b>NETWORK</b>	
Regular Schedule		Total Times to be Aired	
<b>Saturday 11:30a-12:00p</b>		<b>13</b>	
Length of Program	Age of Target Audience		
	From	To	
<b>30 minutes</b>	<b>13 years</b>	<b>16 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The educational objective of this program is to introduce the teen audience to the pro-social, off court activities of basketball players and other individuals who have overcome various obstacles in order to achieve their goals. The program segments are based on a curriculum inspired by the U.S. Department of Education's Goals 2000, with particular focus on messages encouraging the following values: school completion, community service, cooperation, tolerance of differences, healthful practices and athletics, peaceful conflict resolutions and global awareness. These educational and informational messages are conveyed primarily through real life examples, interviews and commentary by the program's hosts.</p>			

Title of Planned Core Program #8		Origin	
<b>CITY GUYS</b>		<b>NETWORK</b>	
Regular Schedule		Total Times to be Aired	
<b>Saturday 10:30-11:00a</b>		<b>13</b>	
Length of Program	Age of Target Audience		
	From	To	
<b>30 minutes</b>	<b>13 years</b>	<b>16 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			

The educational objective of this program is to demonstrate how the knowledge of one or more characters in the story moves from one level to a more informed or higher level of knowledge by the end of each episode. This change in knowledge conveys an educational message to the audience which may fall into one or more categories-intellectual-cognitive and/or socio-emotional. The message will always be integral to the plot and present throughout the script. This objective is achieved in this series by exploring the pressures of living in a big city environment where situations are sometimes so difficult and challenging, kids have to learn sophisticated and responsible decision-making to be safe and stay focused. The series follows the encounters and problem solving of two young men through an eventful school year at Manhattan High and shows teens how to work with their principal, family and friends to be successful.

15. Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. §73.3526(e)(11)(iii)?

y

16. Identify the licensee's children's programming liaison.

Name		Telephone Number
Sara Nutt		217-228-6617
Address		E-mail Address
513 Hampshire		sara@adams.net
City	State	ZIP Code
Quincy	IL	

17. Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other non-core educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. §73.671, NOTES 2 and 3.

The More You Know NBC Network NBC has continued its commitment to raise public awareness of important issues with a comprehensive THE MORE YOU KNOW campaign. This quarter included PSA messages about: Anti Drug Teacher Tribute Teacher Appreciation Education Appreciation Stay in School Peer Pressure Substance Abuse Teen pregnancy Teacher Recruitment Teen Encouragement Environmental Awareness Community Service Violence Prevention Literacy Black History Month The More You Know (July-September) In addition to NBC's The More you Know on air component, the campaign also ties into a comprehensive community outreach effort designed and distributed to our affiliate partners across the country. The More You Know campaign highlights issues of national concern facing youth today such as substance abuse, drinking and driving, violence prevention, child abuse, sexually transmitted diseases, teen pregnancy, peer pressure, reading and staying in school. Along with our regular "The More You Know" effort, NBC created a new campaign, "The More You Know About Parental Involvement." The campaign includes PSAs and support materials that focus on the many ways parents can become more involved with their kids, from reading or watching TV together to talking to them one-on-one. Related print materials including PSA scripts, model programs, news story suggestions and referral information are provided to stations for developing local news segments and community tie-ins. Additionally, referral information was provided to help affiliates form partnerships with social agencies who can in turn lend direction and support to the campaign in their community. A Poster/Study Guide was developed in connection with the premiere of the TNBC line up of educational and informational programs for teens: Saved by the Bell: The New Class, City Guys, Hang Time, One World, and NBC Inside Stuff. The Poster/Study Guide was designed as a springboard for educational and entertaining classroom activities which focus on issues of great importance to teens today. A great resource for English and language arts curriculums, the guide includes reproducible worksheets that draw on TNBC programming. These reproducible activities encourage teens to get to know themselves and those around them, as well as to understand the differences and similarities in people. "At the Max" Website To supplement and enhance the educational value of the network's "Teen NBC" programs, NBC has launched a dedicated website entitled "At the Max". The design of this site not only brings teens to the website for entertainment, but provides a valuable means of amplifying the educational content of the shows by bringing teens to a new level of exploration for the subjects presented in the show. Highlights of the new website include the feature "How Do You Rate" which allows viewers to explore in depth many of the difficult issues TNBC characters face each week including substance abuse, sexual harassment, peer pressure, competition, violence, conflict resolution and many critical family issues. Teens take quizzes to see how they would handle these situations and through video clips, compare their responses with each show's resolution. "How do you Rate" will also collect date live on the web and allow teens to see how their answers compare with other teens on the site. In addition, topic bulletin boards allow the teens to speak their mind on each issue.. Other features of the website include the "Mad Money Room" section which educates teens about

money management issues and the "Take A Stand" section which encourages teens to get involved in community service by profiling teen volunteers across the nation. Dewey School Project WGEM has adopted a third grade class at Dewey School in Quincy. Many of the students come from homes where parents have limited education and limited job skills. We hope to show the kids how relevant their schooling is/will be in the working world. At the same time, we'll provide some role modeling, give them a glimpse of an exciting industry, and encourage them to do well in school. Every child in the class of 24 has a pen pal at WGEM. Correspondence will be eventually by e-mail, as soon as the class computer is set up. Station employees give demonstrations in the class of various work procedures (e.g., weather reporting, computing accounts, writing scripts) and work with the students on art and writing projects. We also drop in occasionally to read stories to the kids. Employees who work with the class always describe our jobs and tell how we got interested in the work, what training we had, etc. We work closely with the teacher to coordinate our projects with her lesson plans.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Name of Licensee	Signature
Quincy Broadcasting Company	
Date	
10/9/98	