



E/I Program Guide

4th Quarter 2019

E/I Programming is aired nationally on Heartland between the hours of 7:00 AM and 10:00 PM local station time and meets FCC guidelines for commercial advertising and web site limitations. During E/I programming the E/I bug will be visible, the programming will be closed captioned and all other FCC requirements will be met to qualify each program as core E/I programming. Commercial Limit Certification is provided by Heartland to affiliates on a quarterly basis.

The Adventures of Dudley the Dragon

- **Length:** 30 minutes
- **Air Times:** Saturday 8:00 AM Eastern
- **Age group:** 3-6
- **Synopsis:** *The Adventures of Dudley the Dragon* is a children's live action television series featuring actors, full-size characters in costume and puppets. The show is 30 minutes in length. The story follows Dudley, a life-size dragon who recently woke up from centuries of hibernation and his new ten-year-old friends Matt and Sally. The two kids would guide Dudley around the modern world and the trio would learn about environmentalism, friendship and pro-social values.

Mustard Pancakes

- **Length:** 30 minutes
- **Air Times:** Saturday 8:30 AM Eastern
- **Age group:** 3-6
- **Synopsis:** *Mustard Pancakes* is a television series for children featuring the lovable and talented Courtney Campbell and her family of fun loving friends. Each episode mirrors a slice of everyday life from problems to celebrations and everything in between. Courtney lives with her cat, Mr. D., her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo. Courtney's home is warm, friendly and inviting, a cozy place where all children feel comfortable hanging out, singing songs and hearing stories.

Real Life 101

- **Length:** 30 minutes
- **Air Times:** Saturday 9:00 AM Eastern
- **Age group:** 13-16
- **Synopsis:** Real Life 101 introduces you to real people doing real jobs. The show focuses on careers such as doctors, lawyers and veterinarians to career counselors, mechanics and Lipizzaner stallion trainers. See for yourself why these professionals love what they do. Learn about jobs you might not know even existed!

Mouse in the House

- **Length:** 30 minutes
- **Air Times:** Saturday 9:30 AM Eastern
- **Age group:** 9-12
- **Synopsis:** *Mouse in the House* serves the educational and informational needs of children 9 to 12 years of age with its program content, providing young viewers with an educational experience conducting scientific experiment that children can repeat for themselves. The program combines practical demonstrations of science and physics with useful information for building important life skills.

Think Big

- **Length:** 30 minutes
- **Air Times:** Saturday 10:00 AM Eastern
- **Age group:** 13-16
- **Synopsis:** *Think Big* is a television series that shows a working knowledge of math, science and physics. The series shows children actively solving problems using scientific principles while combining skill and creativity. The series also demonstrates real-world applications for math, science and engineering, proving that the physical sciences can be useful, challenging and fun. Each episode presents an invent-off challenge, where teenage teams must invent a machine designed to perform a specific task in limited amount of time, promoting creative thinking and practical skills.

America's Heartland

- **Length:** 30 minutes
- **Air Times:** Saturday 10:30 AM Eastern
- **Age group:** 13-16

Synopsis: *America's Heartland* serves the educational and informational needs of children 13 to 16 years of age with its program content. The show features everyday Americans and their families, telling fascinating stories across America's heartland. From learning how to make maple syrup to riding with teenage ranchers, this series explores various ways of life, showcasing the diversity of how we live and work.

Dog Tales

- **Length:** 30 minutes
 - **Air Times:** Saturday 11:00 AM Eastern
 - **Age group:** 13-16
 - **Synopsis:** *Dog Tales* provides an educational and informational show concerning safety tips along with lessons on the responsibility of owning a dog. The show also provides informative segments on various dog breeds and also showcases veterinary experts in the care of various issues affecting canines. The weekly series includes recommended reading list about dogs and promotes children's writing and creative skills with essay and art contests.
-

For more information on Heartland's E/I Programming, please contact:

Terri Coyle
Director of Programming
Email: Terri@reachhighmedia.com
Phone: (423) 468-5151