

July 5, 2013

Dear Affiliate Partner:

To assist you in complying with the reporting requirements for children's television and the requirement that stations air "core" children's programming, we are providing you with episode-specific descriptions (the '**NBC Kids**' educational and informational programming block) as set forth in the attached Community Relations Quarterly Children's Programming Report for 2nd quarter 2013. The report includes information to help prepare FCC Form 398. Please note that we have not included the specific dates and times for each of the programs as that may be station-specific.

This report is divided into the following categories:

1. Educational Objectives: NBC Kids for both 2nd quarter 2013 and 3rd quarter 2013.
2. Core programming: Regularly scheduled programming furnished by the NBC Network that is specifically designed to serve the early educational and informational needs of children 16 and under. Each of these programs is identified on-air as educational and informational with the "E/I" icon, and is similarly identified to the national listing services. To assist stations with the preemption report section of FCC Form 398, we have added specific episode numbers. Please note that the age target for NBC Kids programming is identified as 2-5 years old.
3. Other programming: Programming furnished by the NBC Network that contributes to the educational and informational needs of children 16 and under, but is not specifically designed to meet the educational and informational needs of children.
4. Public service announcements targeted to children 16 and under.
5. Non-broadcast efforts that enhance the educational and informational value of NBC Network programming to children.
6. Network on-air promotional efforts, which include a schedule of NBC on-air promos for NBC Kids programming.

The regularly-scheduled children's programming and promotional content furnished to you by the NBC Network during the 2nd quarter of 2013 complied with the commercial limits of the Children's Television Act, and 47 C.F.R. §§ 73.670(a)-(d), provided that you broadcast and distributed such programming as furnished to you by NBC, and did not add any promotional or advertising content thereto other than as directed by NBC via weekly postings on APT.

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

Karen Peled
Contracts Counsel
NBC Broadcasting, Affiliate Relations
(212) 413-5451
karen.peled@nbcuni.com

2nd QUARTER 2013 EDUCATIONAL OBJECTIVES

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

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

From April 6, 2013 – June 29, 2013, **SPROUT on NBC** aired six shows returning from the 1st Quarter 2013. These are: **Justin Time, Lazy Town, The Pajanimals, Poppy Cat, Noodle and Doodle, and The Chica Show.**

All six shows were developed specifically for a target audience composed of children from 2-5 years of age and are diverse in the range of content and formats. Five of the shows engage elements of fantasy and imagination to express the educational content. Five of the shows (**The Pajanimals, Poppy Cat, Lazy Town, Justin Time, and The Chica Show**) have a narrative format. One of the shows, **Noodle and Doodle**, provides specific lessons on recycling materials to create art projects.

Justin Time features a little boy, Justin, who wants very much to master his destiny, have great adventures, and solve problems. He begins with a problem that vexes him and daydreams his way into an adventure that takes him to different places around the world, providing him with an experience to help solve his problem when he returns home. Justin is accompanied by two imaginary friends throughout his adventures; Olive, a knowledgeable playmate, and Squidgy, the morphing flying sponge, who provides commentary and comedy along the way. Some examples of Justin’s lessons involve learning that it takes focus to achieve success, our failures can teach what we need to do to succeed next time, or when one path to solve a problem doesn’t work, you can find an alternative way to achieve your goal. Justin promotes self-directed learning from the young child’s perspective and imagination.

Lazy Town encourages fitness and healthful habits for preschool children. In the imaginary setting of Lazy Town, characters’ eating and fitness habits are linked to problem solving in their world. The lead character is Stephanie, a young girl who guides the audience through the story as she and her friends (“human” puppets) and her Uncle (Mayor Milford Meanswell) navigate life within Lazy Town. Robbie Rotten, the underground spy and influencer who personifies the ethos of Lazy Town, is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids have difficulty with Robbie Rotten, Sportacus, a gymnast/athlete prepared to answer any call for help, comes to the rescue from his home in a zeppelin-like aircraft that hovers over earth. The underlying themes of Lazy Town stress the importance of eating “sports candy” (aka fruits and vegetables), always obtaining sufficient sleep, and going outside to engage in a wide range of physical activities including playing games, competing athletically, and even building forts and play structures.

The Pajanimals are a group of four preschool aged puppets who live together in a house with their off-screen mother and father. They reside primarily in their bedroom, a dormitory of sorts, where they complete their nighttime routine of brushing teeth and conversing quietly before falling to sleep. The quiet time,

always turns into a discussion that results in a dream-like adventure to solve a problem, such as overcoming shyness, making a new friend, or dealing with a bully. The adventure takes place in several nighttime dream locales where special friends help them work through the social/emotional problem of the day. Specific approaches to managing the problem are demonstrated and practiced throughout the adventure. The children return home in time to get ample rest, confident about facing their issues when they awaken the following day.

Poppy Cat, based on the book series by Lara Jones, models the use of imagination and storytelling to encourage creative thinking in viewers. Each episode features the narrator Lara, reading a story about Poppy Cat, to her own cat (who is also named Poppy). She weaves an exciting tale following her imagination, which leads her to distant lands reached by boat, plane, hot air balloon or train. Each story features Poppy Cat, as the leader of a group of animal friends, a resident bully Egbert the badger, and other occasionally recurring characters. A prevailing message emerges within each episode to be nice to your friends and always work together. There remains an overarching implicit message within every episode as well: think creatively and exercise your mind through reading and storytelling – for these activities always lead to enjoyment and adventure.

Noodle and Doodle, an instructional series, features creating art projects and cooking projects around a specific theme. Host, Sean, drives around in a double-decker bus fully equipped with art supplies and a kitchen, ready for any assignment. The projects encourage parent engagement and often feature families working together to make something to display within the child's home. Sean's side-kick, Doggity, is an ever-faithful beagle who transforms into an animated character during interstitial trips to a parallel universe, set in a kitchen full of prank playing animated characters. The art projects typically promote utilizing recycled materials in order to demonstrate that creativity can transform something intended for one purpose into something that achieves a completely different goal.

Chica is a five-year-old “baby” chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure—a fantasy transformation to animation-- where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills.

3rd QUARTER 2013 EDUCATIONAL OBJECTIVES

There is one new show for Q3 2013, Tree Fu Tom, a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the animated version of his woods. While in the Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is

convenient, making the effort to share rather than being selfish, or relying on teamwork in order to accomplish a goal.

Tree Fu Tom will begin airing July 6, 2013 and will replace Poppy Cat.

2nd QUARTER 2013 SHOW SUMMARIES

Justin Time is an animated show specifically directed to the preschool audience and always conveys an embedded lesson; it is possible to understand and manage any problem you have by thinking about it creatively. Justin is a little boy who has two imaginary playmates, **Olivia** (who meets him on his travels) and **Squidgy** the sponge (who also lives in Justin's bedroom). When Justin has a problem or doesn't want to do something his mother has suggested he daydreams his way into an adventure that takes him to places all around the world. On these adventures, he meets Olivia who guides him through an experience that demonstrates to Justin how he can solve his problem. The show provides many facts about the context the characters visit while on the adventure, but the central point is to teach a lesson about a social/emotional dilemma universally experienced by preschool children.

Lazy Town is a show featuring the importance of health, fitness, and being good friends. Set in a fantasy world known as Lazy Town, which is populated by inactive residents, we meet a visitor named **Stephanie** who is determined to coax her friends and relatives into adopting a healthful, active life style. She wins over her new friends, **Ziggy, Stingy, Trixie** and **Pixel**, convincing them to leave their gaming consoles and candy stashes at home so they can go outside and play. She persuades her uncle, **Mayor Milford Meanswell**, and his friend **Ms. Busy Body** to support her efforts. **Robbie Rotten**, who lives underground, and is determined to return Lazy Town to its former state of inactivity and quiet, constantly foils the characters' efforts. Coming to the rescue is the athlete **Sportacus** who lives in a zeppelin-like aircraft and receives signals from the kids or the Mayor whenever they need help. Sportacus has two goals, to keep the peace and to promote healthful, positive living. When Robbie Rotten is discovered and contained through comic pratfalls, he returns to his underground lair and all is well in Lazy Town, until another day and another time when Robbie will rise again.

Pajanimals focuses on teaching bedtime routines and practicing them consistently so children can get a good night's sleep. In each episode one of the main characters—**Apollo** the dog, **Squacky**, the duck, **Sweetpea Sue**, a horse, and **Cowbella**, a purple and white cow—has difficulty sleeping or faces a problem. They all pile onto one of the beds and are whisked off to a land of adventure that offers solutions to their problems. Each bed travels to a specific place for the adventure: Squacky's bed goes to Ellie the octopus who lives in the Big Blue Sea and to Coach Whistler who lives in Land of Play; Cowbella's bed goes to Edwin, who lives in Storybook Land and to Jerry Bear, who lives in the Big Friendly Forest; Apollo's bed goes to the Moon who is in the Night Sky, and Sweetpea Sue's bed goes to Mr. Happy Birthday, a porcupine who resides in Birthday Land, and Bedtimes Bunny who lives in the Land of Hush. Each show ends with the problem resolved and the Pajanimals tucked into their beds for a good night's rest.

Poppy Cat is based on the **Poppy Cat's Adventures** book series authored and illustrated by Lara Jones. A narrator, also named Lara, reads a story to her cat in each episode. This story stars her Poppy Cat, who envisions and takes his friends on imaginary adventures. The friends are **Zuzu**, a Dalmatian who zips around on a skateboard; **Alma**, a southern belle bunny who is ultra-feminine and sweetly dramatic, **Mo**, a little mouse who tries his best to do as much as everyone else despite his size; **Owl**, the wise one who is prone to neck rolls and commentary when things irritate him or don't make sense, and the grouchy **Egbert**, an arrogant and obnoxious badger who refuses to play with the group and invariably attempts to sabotage their adventures. Occasionally **Hilda**, a forgetful and ditzzy pigeon who flies into their adventures, appears to

say hello or provide misguided directions to the friends. Once their mission is accomplished, the friends return to their little village and resume their cheerful, active lives. At the conclusion of her story, Lara closes her book and says good-bye to Poppy Cat, who is usually ready for his nap.

Noodle and Doodle is a live-action show hosted by Sean Roach that also blends animation and puppetry into the overall format. **Sean** drives a double-decker bus into various communities to meet children who have written to him with a problem that they would like to solve using an art and/or a food experience. Sean is accompanied by **Noodle**, a puppet character and **Doodle**, a digital character that lives inside a tablet computer, and **Doggity**, a faithful beagle. Doggity has a mini-show of his own through an animated alter-ego that appears during diversionary segments set in a restaurant kitchen. The show demonstrates how recycled materials can become art and how food, art, and problem solving can be combined to create a fun experience in everyday life. Every episode can be replicated at home with ease by parents and children playing together.

Chica is a five-year-old “baby” chick who spends her days with her parents in their costume shop, the Coop. The shop’s one employee, Kelly, doubles as Chica’s nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit and Stitches, a straw mannequin that sits in the window. Chica’s parents were formerly entertainers in the vaudeville tradition and they regale the audience with stories and songs from their theatrical past. They enjoy and indulge Chica, who sometimes acts younger than her age and gets into all kinds of predicaments. Kelly uses fantasy play to transform herself, Chica, Bunji and Stitches into animated characters in another universe, who are struggling with a problem similar to the one Chica experienced in the Coop. Without fail, they find the problem can be solved and they carry that knowledge back to the Coop to use on another day.

3rd QUARTER 2013 SHOW SUMMARIES

There is one new show for the 3rd Quarter, **Tree Fu Tom**. This series focuses on the amazing adventures of a young boy called Tom who, with the power of ‘movement magic’ called ‘Tree Fu’, can transform into a tiny but mighty magical super hero and travel to a wondrous enchanted kingdom called Treetopolis that exists in a tree in his backyard woods. During each program he calls upon the audience to follow his moves to send him the magic he needs to solve a problem encountered by Tom and his friends. . These include Ariella, a butterfly who is also a rancher and has rope lassoing skills; Twigs, an acorn sprite who folds himself into an acorn when he’s frightened, Squirmturn, a pill bug who looks like a large and imposing coal miner but is often timid and fearful, and Zigzoo, a green tree frog and the resident genius inventor. In each episode there are an action adventure sequences that are key to resolving the challenge of the day.

Tree Fu Tom will begin airing July 6, 2013 and will replace Poppy Cat.

“CORE PROGRAMMING”

**PROGRAMMING FURNISHED BY THE NBC NETWORK THAT IS SPECIFICALLY
DESIGNED TO SERVE THE EARLY EDUCATIONAL AND INFORMATIONAL NEEDS OF
CHILDREN 16 AND UNDER**

[AGE TARGET 2-5]

April 6, 2013 – June 29, 2013

omos
For 2nd Quarter 2013

OTHER PROGRAMMING FURNISHED BY THE NBC NETWORK THAT CONTRIBUTES, AS PART OF NBC'S
OVERALL PROGRAMMING, TO SERVE THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN
16 AND UNDER

April-June 2013

THERE WAS NO OTHER PROGRAMMING FOR 2nd QUARTER 2013 THAT CONTRIBUTED, AS PART OF
NBC'S OVERALL PROGRAMMING, TO SERVE THE EDUCATION AND INFORMATIONAL NEEDS OF
CHILDREN 16 AND UNDER.

NBC NETWORK NON-BROADCAST EFFORTS

April - June 2013

THE MORE YOU KNOW WEBSITE

"The More You Know's" comprehensive website (themoreyouknow.com) provides in-depth referral information, in connection with the on-air public service announcements. Content includes: video of all current public service announcements, a general campaign overview, and referral information by topic to partnering agencies referenced in the PSAs. The site includes a comprehensive list of the campaign's accolades, including Emmy and Peabody awards. In addition, a behind-the-scenes story with clips from talent interviews can be viewed.