

STATION WNYO

Quarterly Listing of Educational and
Instructional Programming for Children

October 1 through December 31, 2013

Full-Length Children's Educational and Informational Programming

Each of the following series has been developed by a creative team of programmers, educators and early childhood experts to ensure that the content is both entertaining and developmentally appropriate.

All regularly scheduled educational/informational programs are designated as such throughout each episode, as well as in TV listings.

MADE IN HOLLYWOOD TEEN EDITION

Made in Hollywood: Teen Edition aired Saturdays at 7-7:30am from October 5 through December 28, 2013. This educational/informational weekly series showcases how and why movies are made, including behind-the-scenes filmmaking and special effects techniques, in addition to introducing teenagers to career opportunities within the motion picture industry.

WHADDYADO?

Whaddyado aired Saturdays from 7:30-8am from October 5 through December 28, 2013.

Through dramatic reenactments, "WHADDYADO?" will skillfully document ordinary teens (13-16) who accidentally find themselves caught in perilous and challenging situations, interview the participants, and talk to various experts, who will explain what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make the right decision at the right moment, there will be a moral dilemma segment featured in each show.

DOGTALES

Dogtales aired Saturdays at 8-8:30am from October 5 through December 28, 2013.

Dogtales carries the E/I designation because the show is geared to inform and educate kids 13-16 years of age about the world of dogs. Each episode profiles a breed its history, its popularity and its characteristics. Viewers will learn the differences in dogs, and how they affect their lives. We are showing families who own particular breeds, and how they interact with their animals and how they are a valuable part of the family. We also have several dog experts, explaining the various dog needs like health, nutrition, safety, care, etc.

REAL LIFE 101

Real Life 101 aired Saturdays at 8:30-9am from October 5 through December 28, 2013.

Real life jobs and careers are explored in an energetic style as an education and information (E/I) presentation for teenage viewers. The careers and people chosen to reflect those categories offer a vital inside look at what it would really be like to choose that particular profession. A co-host approach allows for interchange of questions and responses adding viewer stimulation and insight.

ON THE SPOT

On the Spot aired Sundays 7-7:30am from October 6 through December 29, 2013.

This program is hosted by comedian Eric Schwartz who randomly interviews people on the street about local and national curriculum focusing on questions about any of the following topics; geography, history, art, science, mathematics, culture, language, music and sports. The answers to the questions are addressed with video inserts, graphs and/or maps to provide viewers with a deeper understanding of the topic.

ANIMAL EXPLORATION

Animal Exploration aired Sundays at 7:30-8am from October 6 through December 29, 2013.

Each week Jarod looks at exotic and domestic animals from his own unique perspective. Every week Jarod travels to zoos and aquariums to explore animals that fit a particular theme, whether it's the need for speed or animal heroes - there's always something amazing happening. Filled with energy, youth and humor, Jarod is a welcome visitor in living rooms around America on a weekly basis. It is the mission of this program to inspire viewers, children and adults alike, to preserve the innate human instinct to explore.

AWESOME ADVENTURES

Awesome Adventures aired Sundays at 8-8:30am from October 6 through December 29, 2013.. Awesome Adventures is designed to educate, inform, & entertain children 13-16 about the world around them. Each journey is a lesson in the beauty of nature, its creatures, & the people who inhabit the land. The shows are not designed to be "preachy" or overly pedantic, but rather, the goal is to make the learning fun.

Short Segment and Spot-length Educational and Informational Programming

PUBLIC SERVICE ANNOUNCEMENTS

Name of Organization: National Mentoring
Name of P.S.A. Invest in the Future
 Duration: :30
 Message of P.S.A. – Mentor a child.
 These P.S.A.'s aired 14 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: USO
Name of P.S.A. Invisible Wounds
 Duration: :30, :15
 Message of P.S.A. – Help vets who have PTSD
 These P.S.A.'s aired 35 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: Ad Council
Name of P.S.A. Goodwill.org
 Duration: :30
 Message of P.S.A. – find a local Goodwill and shop.
 These P.S.A.'s aired 58 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: NAB
Name of P.S.A. Anthem
 Duration: :30
 Message of P.S.A. – Informing the public what we broadcasters do for the community
 These P.S.A.'s aired 188 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: Pet Connections Program
Name of P.S.A. Pet Connections
 Duration: :30
 Message of P.S.A. – Adopt a pet.
 These P.S.A.'s aired 257 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: Ad Council
Name of P.S.A. Here
 Duration: :60, :30, :20, :15, :10
 Message of P.S.A. – Boost attendance at school.
 These P.S.A.'s aired 30 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: Ad Council
Name of P.S.A. 3 in 4.
 Duration: :30
 Message of P.S.A. – Senior citizens need financial advice.
 These P.S.A.'s aired 72 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: Ad Council
Name of P.S.A. Child Passenger Safety
 Duration: :30
 Message of P.S.A. – information regarding the correct way for children to ride in a vehicle.
 These P.S.A.'s aired 62 times in various dayparts from October 1 through December 31, 2013.

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PUBLIC SERVICE ANNOUNCEMENTS (continued)

Name of Organization: National Guard
Name of P.S.A. Storm
Duration: :60, :30, :20, :15, :10
Message of P.S.A. – The National guard provides support during catastrophies.
 These P.S.A.'s aired 45 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: Shelter Pet Project
Name of P.S.A. Mike
Duration: :60, :30, :20, :15, :10
Message of P.S.A. – Adopt a pet for life
 These P.S.A.'s aired 44 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: NYSBA
Name of P.S.A. Drive Sober or be Pulled Over
Duration: :60, :30, :20, :15, :10
Message of P.S.A. – Stop drinking and driving
 These P.S.A.'s aired 15 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: Ad Council
Name of P.S.A. Feed the Pig
Duration: :30, :20, :15, :10
Message of P.S.A. – Energy conservation
 These P.S.A.'s aired 26 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: Ad Council
Name of P.S.A. Bully Prevention
Duration: :60, :30, :20, :15, :10
Message of P.S.A. – Bullying is wrong
 These P.S.A.'s aired 17 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: USO
Name of P.S.A. Help Wounded Vets
Duration: :60, :30, :20, :15, :10
Message of P.S.A. – Dean Jackson Keller asks you to help local vets.
 These P.S.A.'s aired 69 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: Ad Council
Name of P.S.A. Teen Suicide Prevention
Duration: :60, :30, :20, :15, :10
Message of P.S.A. – Help is available if needed.
 These P.S.A.'s aired 27 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: Ad Council
Name of P.S.A. Project Roadblock
Duration: :60, :30, :20, :15, :10
Message of P.S.A. – Buzzed driving is drunk driving
 These P.S.A.'s aired 91 times in various dayparts from October 1 through December 31, 2013.

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PUBLIC SERVICE ANNOUNCEMENTS (continued)

Name of Organization: Ad Council
Name of P.S.A. I Want to be Recycled
 Duration: :60, :30, :20, :15, :10
 Message of P.S.A. –Recycle and save the planet.
 These P.S.A.'s aired 45 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: Ad Council
Name of P.S.A. AARP Caregiver Assistance
 Duration: :60, :30, :20, :15, :10
 Message of P.S.A. –Assistance is available for caregivers.
 These P.S.A.'s aired 12 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: Ad Council
Name of P.S.A. Emergency Preparedness
 Duration: :60, :30, :20, :15, :10
 Message of P.S.A. –Always be prepared for disaster.
 These P.S.A.'s aired 67 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: Ad Council
Name of P.S.A. Adopt us Kids
 Duration: :60, :30, :20, :15, :10
 Message of P.S.A. –Adopt a child, change a life
 These P.S.A.'s aired 20 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: Matchingdonors.com
Name of P.S.A. Perfect Match
 Duration: :60, :30, :20, :15, :10
 Message of P.S.A. –Using the site, you can help someone who needs your help.
 These P.S.A.'s aired 14 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: American Association of Orthodontists
Name of P.S.A. AAO
 Duration: :60, :30, :20, :15, :10
 Message of P.S.A. –Local Orthodontists offer discounted check ups.
 These P.S.A.'s aired 56 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: Ad Council
Name of P.S.A. Hunger Prevention
 Duration: :60, :30, :20, :15, :10
 Message of P.S.A. –Donate to the Food Bank
 These P.S.A.'s aired 105 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: NYSBA
Name of P.S.A. Not an Option
 Duration: :60, :30, :20, :15, :10
 Message of P.S.A. –Buckle up!
 These P.S.A.'s aired 25 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: Ten Lives Adoption Agency
Name of P.S.A. Ten Lives
 Duration: :60, :30, :20, :15, :10
 Message of P.S.A. –Raise money for a local pet shelter
 These P.S.A.'s aired 18 times in various dayparts from October 1 through December 31, 2013.

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PUBLIC SERVICE ANNOUNCEMENTS (continued)

Name of Organization: West Herr
Name of P.S.A. Drug Drop Off
Duration: :60, :30, :20, :15, :10
Message of P.S.A. –Local car dealers offering no questions asked drug drop offs
 These P.S.A.’s aired 99 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: ECMC
Name of P.S.A. Don’t drink & drive
Duration: :60, :30, :20, :15, :10
Message of P.S.A. –Buffalo Bills and ECMC warn you not to drink and drive
 These P.S.A.’s aired 68 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: Salvation Army
Name of P.S.A. Gift of Warmth
Duration: :60, :30, :20, :15, :10
Message of P.S.A. –S.A. donate glove and hats for those in need.
 These P.S.A.’s aired 19 times in various dayparts from October 1 through December 31, 2013.

Name of Organization: US Military
Name of P.S.A. Seasons Greetings
Duration: :60, :30, :20, :15, :10
Message of P.S.A. –Seasons greetings from local soldiers abroad
 These P.S.A.’s aired 310 times in various dayparts from October 1 through December 31, 2013.

PUBLIC SERVICE ANNOUNCEMENTS AND CAMPAIGNS
PRODUCED LOCALLY BY WNYO
4th Quarter 2013

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**OTHER BROADCAST AND PROMOTIONAL
ACTIVITIES
SERVING THE COMMUNITY**