



NOTIFICACION /ALERTA EA #7.01

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TO: GENERAL MANAGERS, GENERAL SALES MANAGERS, PROGRAMMING DIRECTORS, PROMOTION MANAGERS, and TRAFFIC DIRECTORS

FR: BROADCAST DISTRIBUTION

DT: July 1, 2013

RE: **E/I Programming Descriptions Q2, 2013 Filing**

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**E/I Programming information for your Q2, 2013 FCC filing**

**MAMA MIRABELLE 4/1/13 – 6/30/13**

9:00am-9:30am 30 min RT

*Mama Mirabelle's Home Movies* is designed to promote preschool children's appreciation and understanding of animal life and to foster their recognition of ways in which animal and human experiences are similar and different. For ages 2-6, the series has four educational and informational goals: (1) to foster understanding of animal customs and behaviors, (2) to encourage reflection on similarities and differences between their own lives and the animals' lives, (3) to introduce preschool children to an array of different animals in the kingdom and enrich their ability to describe and communicate about them and (4) to motivate preschool children to appreciate the wonder and beauty of animals and animal life.

In each episode, children will be immersed in a topic that will be the basis of a compelling story with a problem and resolution. Sample topics include: grooming habits, communication, caring for the young, eating habits, shelter, etc. Children will leave the episode with a simple, clear understanding of how this topic can play out in the animal world. They will be exposed to a variety of situations/customs that will invite them to consider how this topic plays out in their own lives and what it means to them, e.g., what does shelter mean to me? How do I deal with cold weather? How do I communicate? etc.

**TOOT & PUDDLE 4/1/13 – 6/30/13**

9:30am-10am 30 min RT

*Toot & Puddle* is a story of exploration, both home and afar; it's a story about being yourself and being a good friend. For ages 2-7, the series key educational and informational goals are: (1) to encourage exploration and adventure, exciting kids about the world (2) to teach children about other cultures, including geography, music and history and (3) to provide age-appropriate problem solving behavior for children to model how to be a good friend, how to be yourself and how to celebrate differences.

Two friends, Toot and Puddle, live together in Woodcock Pocket. Toot loves to go see the world, Puddle prefers to stay at home. Each episode has one of the friends learning about life--whether it's through Toot's eyes with an international view or through Puddle's experiences back at



home with their friends. Children learn about geography, conversational foreign language terms and cultural customs and traditions across the globe.

**ARE WE THERE YET? WORLD ADVENTURE 4/1/13 – 6/30/13**

10:00am-11:00am (each episode 30 min RT)

**\*\*Also known as ¿YA LLEGAMOS? AVENTURAS MUNDIALES\*\***

*Are We There Yet? World Adventure* is a global adventure series for kids by kids, hosted by very real brother and sister duos. Through journal entries, crayon-drawn travel logs, on-location kid chatter, and voice narration the hosts explore a world of playground-inspired adventures as they celebrate familiar childhood themes and experiences in some truly unfamiliar locations across the globe. For ages 4-8, the series has several educational and informational goals: (1) to teach basic geography and historical context of well-known world sights (2) to develop appreciation for and encourage reflection on similarities and differences between cultures (3) to reinforce the notion that we are all part of one big world, no matter how far away we are and (4) to inspire a sense of world exploration and adventure.

The kid hosts bring viewers along on their unscripted adventures that embrace our cultural similarities and delight in our differences. In each episode our hosts visit a manmade or natural wonder, have an adventure involving animals, and learn about a new culture by visiting with local kids from different countries around the world.

**IGGY ARBUCKLE 4/1/13 – 6/30/13**

11:00am-12:00pm (each episode 30 min RT)

A significant purpose of National Geographic Kids' *Iggy Arbuckle* is to educate and inform children between the ages of 6 and 12. The educational and informational objectives of the series are: (1) to motivate children's interest in nature; (2) to introduce conservation ideas; (3) to inspire positive attitudes toward science, nature and education and (4) model age appropriate problem solving behavior. Each of the fifty-two 11-minute animated segments explores a different situational drama problem that main character Pig Ranger Iggy Arbuckle and his pal Jiggers must address as they care for and protect the Great Kookamunga. A fast-paced, animated buddy comedy series with character-driven stories that emphasize wild adventure, friendship and exploration of the natural world.

**\*\*PLEASE NOTE: Program descriptions and air times will remain the same through Q3, 2013; any changes will be communicated ahead of time\*\***

Also, for your convenience we have added this information on Fox Flash under *Programming>E/I Programming*