

# **STATION WNYO**

## **Quarterly Listing of Educational and Instructional Programming for Children**

**January 1 through March 31, 2010**

## **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.

### **WHADDYADO?**

WHADDYADO? aired Saturday from 7-7:30am, January 2 through March 27, 2010.

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.

### **BUSY WORLD OF RICHARD SCARRY**

BUSY WORLD OF RICHARD SCARRY aired Monday through Saturday January 1 through March 31, 2010 from 7:30-8am. This animated series is based on the books by Richard Scarry. The fictional city Busytown is an enchanting place that's abuzz with energy and life. Episodes are divided into multiple segments with different themes. The first and last segments involve the children in Busytown exploring their community. At the end of each segment the children have learned a little about their community and the world they live in. The middle segment shows children life in other cities featuring daily activities of adult characters in places such as Paris or Rome. Each episode includes two song segments in which the first, "Imagine That", teaches various things like general science to how banks work. The second song segment that teaches safety is called "Play it Safe". The aim of the series is to stimulate imagination and foster vicarious play, teach pro-social behavior (such as generosity, friendliness, persistence, altruism, understanding of others' points of view, empathy, acceptance of others' idiosyncrasies), help children move beyond family attachments to the world of friendships and community, help children develop skills on which academic learning depends such as attention, language, memory, active processing of a story and an interest in reading.

# Short Segment and Spot-length Educational and Informational Programming

## PUBLIC SERVICE ANNOUNCEMENTS

Name of Organization: Ad Council  
Name of P.S.A. Energy Efficiency  
Duration: :60, :30, :15  
Message of P.S.A. – Moderation in all things  
These P.S.A.'s aired 78 times in various dayparts from January 1 through March 31, 2010.

Name of Organization: Ad Council  
Name of P.S.A. Nobody's Perfect  
Duration: :30, :20, :15, :10  
Message of P.S.A. – Adopt a kid, change a life  
These P.S.A.'s aired 24 times in various dayparts from January 1 through March 31, 2010.

Name of Organization: National Crime Prevention  
Name of P.S.A. McGruff  
Duration: :30, :20  
Message of P.S.A. – McGruff takes a bite out of crime  
These P.S.A.'s aired 20 times in various dayparts from January 1 through March 31, 2010.

Name of Organization: RBRC  
Name of P.S.A. Forces of Nature  
Duration: :60, :30, :15  
Message of P.S.A. – Informs about RBRC  
These P.S.A.'s aired 8 times in various dayparts from January 1 through March 31, 2010.

Name of Organization: Library of Congress  
Name of P.S.A. Open your mind  
Duration: :60, :30, :20, :15  
Message of P.S.A. – Use books to expand your mind  
These P.S.A.'s aired 63 times in various dayparts from January 1 through March 31, 2010.

Name of Organization: US Government  
Name of P.S.A. Help Haiti now  
Duration: :30  
Message of P.S.A. – First lady implores you to help Haiti  
These P.S.A.'s aired 20 times in various dayparts from January 1 through March 31, 2010.

Name of Organization: Ad Council  
Name of P.S.A. Smokey & Da Boyz  
Duration: :30  
Message of P.S.A. – Fire safety  
These P.S.A.'s aired 19 times in various dayparts from January 1 through March 31, 2010.

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## PUBLIC SERVICE ANNOUNCEMENTS (continued)

**Name of Organization:** Cheerios  
**Name of P.S.A.** Spoonful of Stories  
**Duration:** :30  
**Message of P.S.A.** – Encourages kids to talk to their parents about things in their lives  
 These P.S.A.'s aired 25 times in various dayparts from January 1 through March 31, 2010.

**Name of Organization:** Ad Council  
**Name of P.S.A.** Wildfire Prevention  
**Duration:** :30, :15  
**Message of P.S.A.** – Only you can prevent wildfires  
 These P.S.A.'s aired 4 times in various dayparts from January 1 through March 31, 2010.

**Name of Organization:** US Patent office  
**Name of P.S.A.** Invention  
**Duration:** :30  
**Message of P.S.A.** – Encourage children to use imagination  
 These P.S.A.'s aired 111 times in various dayparts from January 1 through March 31, 2010.

**Name of Organization:** CTA  
**Name of P.S.A.** Homefront  
**Duration:** :30  
**Message of P.S.A.** – Reminds us family is important  
 These P.S.A.'s aired 128 times in various dayparts from January 1 through March 31, 2010.

**Name of Organization:** Ad Council  
**Name of P.S.A.** Patience  
**Duration:** :60, :30, :20, :15, :10  
**Message of P.S.A.** – Patience is needed for all of life's good things  
 These P.S.A.'s aired 21 times in various dayparts from January 1 through March 31, 2010.

**Name of Organization:** Ad Council  
**Name of P.S.A.** Adoption Gift  
**Duration:** :60, :30, :20, :15, :10  
**Message of P.S.A.** – Adopt a child  
 These P.S.A.'s aired 13 times in various dayparts from January 1 through March 31, 2010.

**Name of Organization:** NYSBA  
**Name of P.S.A.** Reflection of Honor  
**Duration:** :30  
**Message of P.S.A.** – Join the National Guard  
 These P.S.A.'s aired 59 times in various dayparts from January 1 through March 31, 2010.

**Name of Organization:** Church of LDS  
**Name of P.S.A.** Talk  
**Duration:** :30  
**Message of P.S.A.** – Strong families begin at home  
 These P.S.A.'s aired 100 times in various dayparts from January 1 through March 31, 2010.

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## PUBLIC SERVICE ANNOUNCEMENTS (continued)

Name of Organization: Ad Council  
Name of P.S.A. Drunk Driving Prevention  
 Duration: :60, :30, :20, :15, :10  
 Message of P.S.A. – Drinking and Driving is unacceptable  
 These P.S.A.'s aired 158 times in various dayparts from January 1 through March 31, 2010.

Name of Organization: Ad Council  
Name of P.S.A. Forest conservation  
 Duration: :60, :30, :20, :15, :10  
 Message of P.S.A. – Go and discover the outside  
 These P.S.A.'s aired 17 times in various dayparts from January 1 through March 31, 2010.

Name of Organization: Ad Council  
Name of P.S.A. Alone  
 Duration: :60, :30, :20, :15, :10  
 Message of P.S.A. – Support verterns  
 These P.S.A.'s aired 23 times in various dayparts from January 1 through March 31, 2010.

Name of Organization: First Niagara  
Name of P.S.A. Mentor program  
 Duration: :60, :30, :20, :15, :10  
 Message of P.S.A. – Become a Mentor  
 These P.S.A.'s aired 5 times in various dayparts from January 1 through March 31, 2010.

Name of Organization: Food Bank of WNY  
Name of P.S.A. Check out hunger  
 Duration: :60, :30, :20, :15, :10  
 Message of P.S.A. –Donate at supermarkets for the hungry  
 These P.S.A.'s aired 65 times in various dayparts from January 1 through March 31, 2010.

Name of Organization: Black History Month  
Name of P.S.A. Black History Month  
 Duration: :60, :30, :20, :15, :10  
 Message of P.S.A. –Celebrate BHM  
 These P.S.A.'s aired 152 times in various dayparts from January 1 through March 31, 2010.

Name of Organization: Make A Wish  
Name of P.S.A. Brianna's Wish  
 Duration: :60, :30, :20, :15, :10  
 Message of P.S.A. – Support Make a Wish  
 These P.S.A.'s aired 53 times in various dayparts from January 1 through March 31, 2010.

**PUBLIC SERVICE ANNOUNCEMENTS AND CAMPAIGNS**  
**PRODUCED LOCALLY BY WNYO**  
**1<sup>st</sup> Quarter 2010**

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