

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.

(continued next page)

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.

(continued next page)

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
1st Quarter 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.

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