

CHILDREN'S PROGRAMMING COMMERCIAL LIMIT COMPLIANCE
DISCREPANCY REPORT


CHILDREN'S PROGRAMMING COMPLIANCE

I, Rick White, in my capacity of Regional Program Coordinator of WSYX/ABC6, Columbus, OH, hereby certify that for the period from January 1, 2014 to March 31, 2014:

1. I am familiar with the commercial limits imposed by Section 73.760 of the FCC's rules (no more than 12 minutes per hour of commercial material may be broadcast during children's programming* during the week, and no more than 10 ½ minutes per hour on the weekends);

* 'Children's programming' when used here means programming originally produced and broadcast primarily for the audience of children 12 years old and under.

* All 'Children's programming' airing on WSYX has a target age of 13-16 and commercial limits do not apply to these programs.


4/2/14

CHILDREN'S PROGRAMMING COMMERCIAL LIMIT COMPLIANCE
DISCREPANCY REPORT

CHILDREN'S PROGRAMMING COMPLIANCE

I, Rick White, in my capacity of Regional Program Coordinator of ESYX/MyTV, Columbus, OH, hereby certify that for the period from January 1, 2014 to March 31, 2014:


1. I am familiar with the commercial limits imposed by Section 73.760 of the FCC's rules (no more than 12 minutes per hour of commercial material may be broadcast during children's programming* during the week, and no more than 10 ½ minutes per hour on the weekends);

* 'Children's programming' when used here means programming originally produced and broadcast primarily for the audience of children 12 years old and under.


Rick White
4/2/14

WEBSITE CERTIFICATION

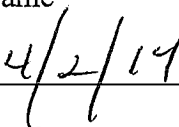
I, Rick White, in my capacity of Regional Program Coordinator hereby certify that for the period from January 1, 2014 to March 31, 2014, television broadcast station WSYX/ABC6 (Columbus, OH) has complied with the FCC's Website Rule relating to children's programming.



Signature



Print Name



Date



LITTON'S WEEKEND ADVENTURE
COMMERCIAL LOAD AND WEB SITE REPORT
FIRST QUARTER 2014

FOLLOWING IS A LIST OF ALL LITTON'S WEEKEND ADVENTURE PROGRAMS PROVIDED TO ABC AFFILIATES DESIGNED TO MEET THE EDUCATIONAL/INFORMATIONAL REQUIRMENT FOR CHILDREN THIRTEEN TO SIXTEEN YEARS OLD DURING THE FIRST QUARTER OF 2014. BECAUSE THESE PROGRAMS ARE ORIGINALLY PRODUCED FOR AND DIRECTED AT CHILDREN THIRTEEN TO SIXTEEN YEARS OLD, NEITHER THE COMMERCIAL LIMITS NOR THE WEBSITE RULE APPLY (SEE 47 C.F.R. § 73.670 (Note 2)). THIS CERTIFIES THAT ALL OF THESE PROGRAMS WERE FORMATTED (IN THE ORDER AND AT THE TIMES INDICATED) WITH THE FOLLOWING COMMERCIAL LOADS.

Children's Weekend Programs (series)

1. Program: Jack Hanna's Wild Countdown

Duration: Half-hour

Number of Network Commercial Minutes: 7:00

2. Program: Ocean Mysteries

Duration: Half-hour

Number of Network Commercial Minutes: 7:00

3. Program: Born to Explore

Duration: Half-hour

Number of Network Commercial Minutes: 7:00

4. Program: Sea Rescue

Duration: Half-hour

Number of Network Commercial Minutes: 7:00

5. Program: The Wildlife Docs

Duration: Half-hour

Number of Network Commercial Minutes: 7:00

6. Program: Expedition Wild

Duration: Half-hour

Number of Network Commercial Minutes: 7:00

Children's Weekend Specials

None

Children's Weekday Programs

None

Children's Weekday Specials

None

* * * * *

ALTHOUGH THESE PROGRAMS ARE NOT SUBJECT TO THE WEBSITE RULE BECAUSE THEY ARE PRODUCED FOR AND AIMED AT CHILDREN 13-16, NONETHELESS LITTON HAS ENDEAVORED TO COMPLY WITH THE RESTRICTION ON URLs DISPLAYED WITHIN SHOWS (SEE SECTIONS 73.670(b), (c) AND (d) OF THE RULES OF THE FEDERAL COMMUNICATIONS COMMISSION, 47 C.F.R. § 73.670(b), (c) AND (d)).

NONE OF THESE PROGRAMS CONTAINED ANY URLs, WITH THE POSSIBLE EXCEPTION OF (a) FICTIONAL URLs IN PROGRAMMING, (b) URLs OF COMMERCIALFREE WEBSITES THAT SATISFY 47 C.F.R. § 73.670(b), OR (c) URLs, NOT UNDER THE CONTROL OF THE LICENSEE, OF NON-PROFIT OR GOVERNMENT ENTITIES WITHIN PUBLIC SERVICE ANNOUNCEMENTS AIRED ON BEHALF OF THOSE ENTITIES, OR MEDIA COMPANIES IN PARTNERSHIP WITH THOSE ENTITIES.

Litton Entertainment

4/2/14

LITTON'S WEEKEND ADVENTURE

Series: Jack Hanna's Wild Countdown

JACK HANNA'S
WILD
COUNTDOWN

8/25/11

RE: PROGRAM CONTENT

To Whom It May Concern:

The purpose of this letter is to provide television stations with certified documentation that the producers of the *Jack Hanna's Wild Countdown* series design the program to educate and inform children 13- 16 years of age.

Litton Entertainment is the producer of the *Jack Hanna's Wild Countdown* series.

This is a live action, half-hour television program designed to meet the educational and informational needs of children.

Wildlife expert and animal ambassador, Jack Hanna, brings the viewer face-to-face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different 'top ten' each week in a variety of categories.

What are the top ten 'fastest animals in Africa,' 'tallest insects,' 'biggest eaters,' 'smartest birds' ... Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in *Jack Hanna's Wild Countdown*.

In order for parents, children, and listing services to clearly identify the programs as ones that fulfill the FCC programming requirements that meet children's educational television needs, each episode is closed-captioned and contains an E/I icon for the duration of the program with the recommended parental rating icon - typically, if not always, TV-G.

Sincerely,

Dave Morgan

Litton Entertainment

LITTON
ENTERTAINMENT

JACK HANNA'S
WILD
COUNTDOWN

Jack Hanna's Wild Countdown Series Description:

Wildlife expert and animal ambassador, Jack Hanna, brings the viewer face-to-face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different 'top ten' each week in a variety of categories.

What are the top ten 'fastest animals in Africa,' 'tallest insects,' 'biggest eaters,' 'smartest birds'...Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in *Jack Hanna's Wild Countdown*.

Series Description: Jack Hanna's Wild Countdown

LITTON'S
WEEKEND
ADVENTURE

LITTON
ENTERTAINMENT

LITTON'S
WEEKEND
ADVENTURE

Series: Ocean Mysteries with Jeff Corwin



9/16/13

RE: PROGRAM CONTENT

To Whom It May Concern:

The purpose of this letter is to provide television stations with certified documentation that the producers of the *Ocean Mysteries with Jeff Corwin* series design the program to educate and inform children 13- 16 years of age.

Litton Entertainment is the producer of the *Ocean Mysteries with Jeff Corwin* series.

This is a live action, half-hour television program designed to meet the educational and informational needs of children.

Hosted by Jeff Corwin, *Ocean Mysteries* is produced for ages 13-16 - and beyond - by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflicts in the 'family dynamics' of the mingling species, viewers will get to know - and care - about these heroes, and all of the fascinating life teeming in our oceans.

In order for parents, children, and listing services to clearly identify the programs as ones that fulfill the FCC programming requirements that meet children's educational television needs, each episode is closed-captioned and contains an E/I icon for the duration of the program with the recommended parental rating icon - typically, if not always, TV-G.

Sincerely;

Dave Morgan

Litton Entertainment

LITTON
ENTERTAINMENT



Ocean Mysteries Series Description:

The half-hour weekly series, *Ocean Mysteries*, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience.

Hosted by Jeff Corwin, *Ocean Mysteries* is produced for ages 13-16 - and beyond - by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflicts in the 'family dynamics' of the mingling species, viewers will get to know - and care- about these heroes, and all of the fascinating life teeming in our oceans.

Series Description: Ocean Mysteries

LITTON'S
WEEKEND
ADVENTURE

LITTON
ENTERTAINMENT

LITTON'S
WEEKEND
ADVENTURE

Series: BORN TO EXPLORE



9/16/13

RE: PROGRAM CONTENT

To Whom It May Concern:

The purpose of this letter is to provide television stations with certified documentation that the producers of the *Born to Explore* series design the program to educate and inform children 13-16 years of age.

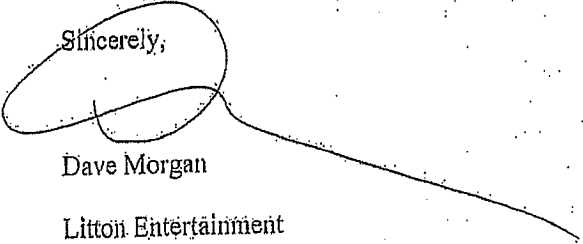
Litton Entertainment is the producer of the *Born to Explore* series.

This is a live action, half-hour television program designed to meet the educational and informational needs of children.

This series aims to inspire viewers to discover the wonders of the great outdoors. Former Explorer Club president, Richard Wiese, brings us on an adventure to discover the most interesting facets of nature while discovering Earth's hidden treasures.

In order for parents, children, and listing services to clearly identify the programs as ones that fulfill the FCC programming requirements that meet children's educational television needs, each episode is closed-captioned and contains an E/I icon for the duration of the program with the recommended parental rating icon - typically, if not always, TV-G.

Sincerely,



Dave Morgan

Litton Entertainment

LITTON
ENTERTAINMENT



Born to Explore Series Description:

Developed and produced for 13- 16 year olds, the world's cultures and its geographical wonders come alive as the youngest president in Explorers Club history, Richard Wiese, takes viewers on a globetrotting adventure. While developed for 13-16 year olds, *Born to Explore* is engaging for the whole family. In this weekly half-hour series, Richard uncovers amazing facts of nature and manmade treasures.

In *Born to Explore*, Richard Wiese takes the role of the ultimate Social Studies teacher to a new level, brining the viewing audience to the places and people of our world who form our cultures. Whether he climbs Mount Kilimanjaro, explores why people live at the base of an active volcano, or travels down the Nile River, viewers will travel the world without leaving their homes.

Series Description: Born to Explore

LITTON'S
WEEKEND
ADVENTURE

LITTON
ENTERTAINMENT

LITTON'S WEEKEND ADVENTURE

Series: SEA RESCUE

SeaRescue

9/16/13

RE: PROGRAM CONTENT

To Whom It May Concern:

The purpose of this letter is to provide television stations with certified documentation that the producers of the *Sea Rescue* series design the program to educate and inform children 13- 16 years of age.

Litton Entertainment is the producer of the *Sea Rescue* series. This is a live action, half-hour television program designed to meet the educational and informational needs of children.

This series offers educational and entertaining television by demonstrating the welfare and medical benefits that rescue and rehabilitation programs provide animals. Viewers will also learn that there's a reciprocal benefit: rescued animals provide valuable insight into their biology and ecology. This information adds to the pool of knowledge necessary to conserve threatened and endangered species. *Sea Rescue* will leave its audience inspired by the real-life stories of the featured animals and rescuers as well as with a fuller understanding of the rich array of sea life with which we share our planet.

In order for parents, children, and listing services to clearly identify the programs as ones that fulfill the FCC programming requirements that meet children's educational television needs, each episode is closed-captioned and contains an E/I icon for the duration of the program with the recommended parental rating icon - typically, if not always, TV-G.

Sincerely,

Dave Morgan

Litton Entertainment

LITTON
ENTERTAINMENT

Sea Rescue

Sea Rescue Series Description:

The half-hour weekly series, *Sea Rescue*, features the rescue, rehabilitation and – in many instances - release back into the wild of ocean wildlife. Produced for ages 13-16, *Sea Rescue* offers educational and entertaining television by demonstrating the welfare and medical benefits that rescue and rehabilitation programs provide animals. Viewers will also learn that there's a reciprocal benefit: rescued animals provide valuable insight into their biology and ecology. This information adds to the pool of knowledge necessary to conserve threatened and endangered species.

Each week, *Sea Rescue* will leave its audience inspired by the real-life stories of the featured animals and rescuers and with a fuller understanding of the rich array of sea life with which we share our planet.

Series Description: Sea Rescue

LITTON'S
WEEKEND
ADVENTURE

LITTON
SERVICES/ADVENTURE

THE WILDLIFE DOCS

The Wildlife Docs

The half-hour weekly series, *The Wildlife Docs*, produced for ages 13-16 follows the surprising, exotic, and challenging lives of a veterinary staff that cares for over 2,000 animals. From nutrition to treatments, x-rays to surgery, preventative care to emergencies, this educational and information program will allow viewers to witness a kaleidoscope of wild experiences through the eyes of our Veterinary Team. Unpredictable events unfold giving viewers a glimpse of the enormity, variety, and quality of treatment that sets the standard for animal care.

Series Description: The Wildlife Docs

LITTON'S
WEEKEND
ADVENTURE

LITTON
MEDIA/ENTERTAINMENT

LITTON'S
WEEKEND
ADVENTURE

Series: THE WILDLIFE DOCS

THE
WILDLIFE
DOCS

9/16/13

RE: PROGRAM CONTENT

To Whom It May Concern:

The purpose of this letter is to provide television stations with certified documentation that the producers of *The Wildlife Docs* series design the program to educate and inform children 13- 16 years of age.

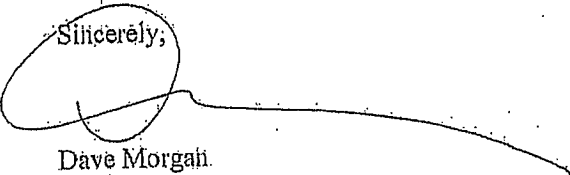
Litton Entertainment is the producer of *The Wildlife Docs* series.

This is a live action, half-hour television program designed to meet the educational and informational needs of children.

The Wildlife Docs follows the surprising, exotic, and challenging lives of a veterinary staff that cares for over 2,000 animals. From nutrition to treatments, x-rays to surgery, preventative care to emergencies, this educational and information program will allow viewers to witness a kaleidoscope of wild experiences through the eyes of our Veterinary Team. Unpredictable events unfold giving viewers a glimpse of the enormity, variety, and quality of treatment that sets the standard for animal care.

In order for parents, children, and listing services to clearly identify the programs as ones that fulfill the FCC programming requirements that meet children's educational television needs, each episode is closed-captioned and contains an E/I icon for the duration of the program with the recommended parental rating icon – typically, if not always, TV-G.

Sincerely,



Dave Morgan

Litton Entertainment

LITTON
ENTERTAINMENT

LITTON'S
WEEKEND
ADVENTURE

Series: EXPEDITION WILD

EXPEDITION WILD

9/16/13

RE: PROGRAM CONTENT

To Whom It May Concern:

The purpose of this letter is to provide television stations with certified documentation that the producers of the *Expedition Wild* series design the program to educate and inform children 13- 16 years of age.

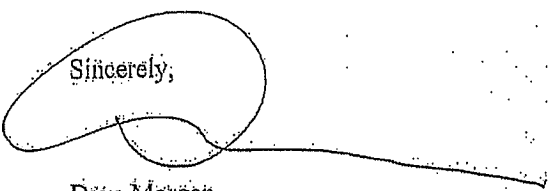
Litton Entertainment is the producer of the *Expedition Wild* series.

This is a live action, half-hour television program designed to meet the educational and informational needs of children.

Hosted by wildlife expert Casey Anderson, *Expedition Wild* showcases his charismatic animal companions on an innovative and action-packed odyssey through North America's wild places — revealing a rare glimpse into the beauty and complexity of the natural world. Viewers will follow Casey on a series of breathtakingly wild adventures: he'll paddle the Grand Canyon, ski with Wolverines in British Columbia, observe Mountain Lions in Montana, stake out the scavengers of Yellowstone, investigate a raven's nest, observe Polar Bears on Alaska's northern slope, and climb to rugged extremes in pursuit of Northern Maine's Black Bears — bringing audiences a rare and personal experience with endangered species, some deadly, others dashing, in the stunning natural ecosystems that they call home.

In order for parents, children, and listing services to clearly identify the programs as ones that fulfill the FCC programming requirements that meet children's educational television needs, each episode is closed-captioned and contains an E/I icon for the duration of the program with the recommended parental rating icon — typically, if not always, TV-G.

Sincerely,



Dave Morgan

Litton Entertainment

LITTON
ENTERTAINMENT

EXPEDITION WILD

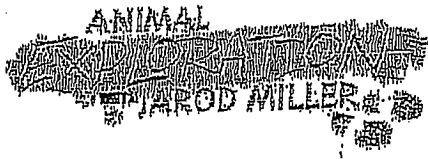
Expedition Wild

Produced for ages 13-16, this educational and informational program is hosted by wildlife expert Casey Anderson and showcases his charismatic animal companions on an innovative and action-packed odyssey through North America's wild places — revealing a rare glimpse into the beauty and complexity of the natural world. Viewers will follow Casey on a series of breathtakingly wild adventures: he'll paddle the Grand Canyon, ski with Wolverines in British Columbia, observe Mountain Lions in Montana, stake out the scavengers of Yellowstone, investigate a raven's nest, observe Polar Bears on Alaska's northern slope, and climb to rugged extremes in pursuit of Northern Maine's Black Bears — bringing audiences a rare and personal experience with endangered species, some deadly, others dashing, in the stunning natural ecosystems that they call home

Series Description: Born to Explore

LITTON'S
WEEKEND
ADVENTURE

LITTON
NETWORK



RE: PROGRAM CONTENT

LITTON
ENTERTAINMENT
Lil'N Toys
884 Albritton Boulevard
Suite 200
Mount Pleasant, SC 29466

The purpose of this letter is to provide television stations with certified documentation that the producers of the *Animal Exploration with Jarod Miller* series design the program to educate and inform children 13 to 16 years of age.

Litton Entertainment is the producer of *Animal Exploration with Jarod Miller*.

Animal Exploration with Jarod Miller is a half-hour live action television program designed to meet the educational and informational needs of children.

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.

The producers design each episode to reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe.

In order for parents, children, and listing services to clearly identify the program as one that fulfills the FCC description of a program that meets kids' educational television needs, each episode will display the recommended rating TV-G E/I icon from beginning to end.

Sincerely,

Litton Entertainment

Animal Exploration with Jarod Miller

Generic Format 2013-2014



Air Week:

1ST RUN E/I 13-16

	IN	LENGTH	OUT
OPENING CREDITS			
SEGMENT 1			
BREAK 1			
1A		:30 NATIONAL BLACK	2:02
1B		:30 NATIONAL BLACK	
1C		:30 NATIONAL BLACK	
1D		:30 NATIONAL BLACK	
SEGMENT 2			
BREAK 2			
2A		:30 LOCAL BLACK	3:02
2B		:30 NATIONAL BLACK	
2C		:30 LOCAL BLACK	
2D		:30 LOCAL BLACK	
2E		:30 LOCAL BLACK	
2F		:30 LOCAL BLACK	
SEGMENT 3			
BREAK 3			
3A		:30 NATIONAL BLACK	2:02
3B		:30 NATIONAL BLACK	
3C		:30 LOCAL BLACK	
3D		:30 LOCAL BLACK	
SEGMENT 4			
3X :10 Fees Spot			
CLOSE CREDITS			

TRT= 28:30

LITTON
ENTERTAINMENT

843-883-5060

843-883-9957

THIS TV NETWORK COMMERCIAL LIMITS
AND WEB SITE RULE COMPLIANCE CERTIFICATION,
JANUARY-MARCH 2014 (1/1/14- 3/31/14)

FOLLOWING IS A LIST OF ALL THIS TV NETWORK PROGRAMS DESIGNED FOR CHILDREN TWELVE YEARS OLD AND YOUNGER THAT WERE SCHEDULED FOR BROADCAST DURING THE PERIOD OF JANUARY 1, 2014 THROUGH MARCH 31, 2014. THIS CERTIFIES THAT ALL OF THESE PROGRAMS WERE FORMATTED (IN THE ORDER AND AT THE TIMES INDICATED) TO ALLOW FOR NO MORE THAN 10.5 MINUTES OF TOTAL COMMERCIAL TIME PER CLOCK HOUR ON WEEKENDS AND 12 MINUTES OF TOTAL COMMERCIAL TIME PER CLOCK HOUR ON WEEKDAYS, OR HALF THAT ALLOTTED TIME FOR AN ISOLATED HALF HOUR OF CHILDREN'S PROGRAMMING. THE ACTUAL NUMBER OF NETWORK COMMERCIAL MINUTES WAS INCLUDED IN THE NETWORK TRAFFIC REPORTS FOR JANUARY, FEBRUARY AND MARCH OF 2014, WHICH EACH AFFILIATED STATION HAS RECEIVED HERETOFORE.

Children's Weekday Programs (series)

There were no programs designed for children twelve years old and younger scheduled for broadcast during this period.

Children's Weekend Programs (series)

There were no programs designed for children twelve years old and younger scheduled for broadcast during this period.

* * * * *

FOLLOWING IS A LIST OF ALL THIS TV PROGRAMS PROVIDED TO THE AFFILIATES DESIGNED TO MEET THE EDUCATIONAL/INFORMATIONAL REQUIRMENT FOR CHILDREN THIRTEEN TO SIXTEEN YEARS OLD DURING THE FIRST QUARTER OF 2014. BECAUSE THESE PROGRAMS ARE ORIGINALLY PRODUCED FOR AND DIRECTED AT CHILDREN THIRTEEN TO SIXTEEN YEARS OLD, NEITHER THE COMMERCIAL LIMITS NOR THE WEBSITE RULE APPLY (SEE 47 C.F.R. § 73.670 (Note 2)). THIS CERTIFIES THAT ALL OF THESE PROGRAMS WERE FORMATTED (IN THE ORDER AND AT THE TIMES INDICATED) WITH THE FOLLOWING COMMERCIAL LOADS.

Children's Weekend Programs (series)

1. Program: Animal Atlas
Duration: Half-hour
Number of Network Commercial Minutes: 7:00

2. Program: On The Spot
Duration: Half-hour
Number of Network Commercial Minutes: 7:00

3. Program: Zoo Clues
Duration: Half-hour
Number of Network Commercial Minutes: 7:00

NONE OF THESE PROGRAMS, AND NO PROMOTIONAL OR PUBLIC SERVICE ANNOUNCEMENTS SCHEDULED BY THIS TV NETWORK WITHIN OR ADJACENT TO THOSE PROGRAMS, CONTAINED ANY URLs, WITH THE POSSIBLE EXCEPTION OF (a) FICTIONAL URLs IN PROGRAMMING, (b) URLs OF COMMERCIAL-FREE WEBSITES THAT SATISFY 47 C.F.R. § 73.670(b), OR (c) URLs, NOT UNDER THE CONTROL OF THE LICENSEE, OF NON-PROFIT OR GOVERNMENT ENTITIES, WITHIN PUBLIC SERVICE ANNOUNCEMENTS AIRED ON BEHALF OF THOSE ENTITIES, OR MEDIA COMPANIES IN PARTNERSHIP WITH THOSE ENTITIES.

4/2/14



Series Review
8/2009

Program: Animal Atlas 6
Episodes reviewed: “Bones?! Who Needs ‘Em?!”
“‘S’ is for Species”
Program length: 30 minutes

Animal Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and **Animal Atlas** episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom—including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.

The “**Bones?! Who Needs ‘Em?!**” episode moves colorfully from undulating invertebrate jellyfish to galloping horses, delivering physiological and behavioral information that, while entertaining, contains real biological explanations. It covers the diverse kinds of skeletal material, for example, exploring the difference between sharks, land mammals, and reptiles. The program is punctuated with **Animal Facts** segments that don’t just demand recall—they require thinking. Which makes them more fun. The narrative refreshingly avoids talking down to its audience. Like “**House**”, the program understands that real information does not get in the way of entertainment. From the names of turtle shell plates (“scutes”) to the water-filled nature of leech skeletons (“hydrostatic”), real information is mixed with humor and some very pretty photography.

In “**‘S’ is for Species**”, quick cuts, music, and the clever narration make great sense out of the entertaining blend of images and motion through the taxonomy laid out by scientists—the perfect way to make the amazing visuals of nature even more fascinating. The infectious and irreverent attitude of the narration neatly targets adolescents without putting off the broader audience. But even with hundreds of video image, there is great attention to information detail. Whether the screen shows the black tongue of a giraffe, the big eyes of the equine family, or tours the faces of the predatory cats, there is not an

animal that isn't fully identified. The program encourages thought while it entertains. The Animal Facts segment typifies the value placed on knowledge and curiosity.

The habitats of the animals explored in the program includes savannahs, rivers, underwater, deserts, jungles, the arctic and rain forests. The rich diversity of life blended with music and a narration that is both fun and intelligent makes this a program well worth watching.

It remains a great exemplar for the use of broadcast media for entertainment and enrichment.

Summary:

Target audience for tone, program content, and learning concepts:

- Middle and high school (ages 13-16)

General Category of Learning:

- Life Sciences

Content Standards:

Content standards were pulled from a random state (Illinois) and matched with the program. The two programs reviewed satisfactorily addressed the standards below. Both the state Assessment Frameworks and the Learning Standard were cross-matched.

Science > Performance Descriptors > 12A.3 - Apply scientific inquiries or technological designs to compare evolutionary trends between kingdoms and phyla, exploring natural and applied hybridization, explaining the increasing sophistication of body systems correlating embryological, structural, and functional development, or exploring the impact of environmental factors on these trends.

Grade(s) 6-8, 9-12

Science > Assessment Framework > 12.7.01 - Understand how scientists classify organisms. Identify common insects, ... birds, reptiles, and mammals using a dichotomous key.

Grade(s) 6-8

Science > Learning Standards > 12.A.3c - Compare and contrast how different forms and structures reflect different functions (e.g., similarities and differences among animals that fly, walk or swim; structures of plant cells and animal cells).

Grade(s) 6-8

Science > Learning Standards > 12.A.1b - Categorize living organisms using a variety of observable features (e.g., size, color, shape, backbone).

Grade(s) K-2, 3-5

Science > Learning Standards > 12.B.1a - Describe and compare characteristics of living things in relationship to their environments.

Grade(s) K-2, 3-5

Science > Assessment Framework > 12.4.02 - Identify the basic divisions of animals and their common characteristics (e.g., define mammal, fish, bird, reptile, amphibian, insect, arachnid; give examples of each).

Grade(s) 3-5

Science > Learning Standards > 12.B.3b - Compare and assess features of organisms for their adaptive, competitive and survival potential (e.g., appendages, reproductive rates, camouflage, defensive structures).

Grade(s) 6-8

Hall Davidson served as Director of Education Services at PBS station KOCE-TV for 15 years, where he also was executive director of the media consortium Telecommunications of Orange County (TOC) serving over 200,000 students. Prior to that, he worked in educational media at PBS station KLCS-TV in Los Angeles. He was president of Video-Using Educators and is currently chairman of the school site council at a public elementary school in Los Angeles. He is director of the nation's oldest student media festival, the California Student Media & Multimedia Festival, and on the board of directors of California's largest technology user group, Computer-Using Educators (CUE). He is an Emmy-nominated producer of educational programs. He was classroom teacher in the public school system and began teaching on television at night on an Emmy-winning program before leaving the classroom for a position providing staff development for teachers on media use in the classroom.

**HALL DAVIDSON
2428 CANYON DRIVE
LOS ANGELES, CA 90068**





Series Review

August 2012

Program: Zoo Clues
Episodes reviewed: “Animal Senses (Ep. 101)”
“Animal Olympians” (Ep. 102)”
Program length: 30 minutes

Summary:

The series **Zoo Clues** will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, **Zoo Clues** will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of **Zoo Clues** links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.

Grouping animal behaviors and physical characteristics into groups from a human point of view holds the series thematically together. Episode 101 explains how animals use their extraordinary senses in ways that we can't. Episode 102 creates an animal “Olympics” where animals are put together in an athletic competition based upon their statistics. It is always kept in perspective by putting the feats in human terms, such as when the leaping ability of a flea is compared to a human high jump of hundreds of feet.

The music is cinematic and supportive. The narrator's everyday tone keeps everything in perspective for adolescent viewers (examples: “sounds complicated, doesn't it?” and “let's investigate!”) while keeping it interesting for adults. The pull of the Mystery Animal visual quizzes and the fun of Animal Oddities make the show more interactive and will no doubt lead to interesting social media posts by viewers. The information presented is so rich and mindboggling that **Zoo Clues** is one of those rare programs that would work visually with the sound off—or as a radio show with no visuals at all.

Episode: “Animal Senses (Ep. 101)”

Amazing facts about animals seem to be continually uncovered by science and they are in evidence in this episode. The surprising fact that bears have the best sense of smell is wonderful when added to footage of campsites—and suddenly bear-proof containers makes sense. The shots of bears sniffing the water are something few people would know to look for. And the cascade of information about bears, especially their close relation to dogs, grows nicely from the hook of their exemplary animal sense. Echolocation in bats is nicely explained and ties in later to bugs that have behaviors to defeat this predatory bat tool. Another featured animal, the owl, should probably have its own show. In addition to the bird's extraordinary abilities, nicely demonstrated here, its visual impact in high definition will have viewers grabbing the remote to freeze-frame. Dense, complex plumage is reason enough to have high definition television.

Episode: “Animal Olympians” (Ep. 102)”

Whether in an Olympic year or not, the matching of animals in a mythical competition is fun. Imagine a sailfish, cheetah, pronghorn sheep and a wildebeest competing in a dash. The winners are surprising—and lead to even more surprising information. An animal going 200 miles per hour is almost beyond belief—but the program uses that fact to explore the difficulties of anything, animal or machine, hitting that speed. It shows how the falcon's speedster adaptations

the signature strengths of the program. Other marvelous facts include the sperm whale's 2-hour underwater dives without breathing, the twenty-hour sleep cycle of the sloth, and the revelation that the migratory tern gets more sunlight in its life than any other animal on the planet—including man.

Education Summary:

In an age of high definition video, animals make very good television and pull a young learner in by the eyes. This program's presentation mix of narration, visuals, and very well chosen topics delivers education and information while it entertains. In the current method of assessing education, particularly with the emergence of Common Core standards now in all but four states, information should never be presented in isolation but always in a context upon which knowledge can be based. With media, information must also be entertaining enough to keep a viewer watching. In an age when studies show the average young person 8-18 years consumes nearly eight hours of media every day—more than ten of multitasking is included—it's extremely important for programs to provide both meaningful content and entertainment. **Zoo Clues** does this.

Target audience (13-16 year-olds) for tone, program content, and learning concepts:

- Middle and high school (ages 13-16)

General Category of Learning:

- Life Sciences
- Biological sciences
- Thinking skills

There are also marginal links to the mathematics standards in the programs that compare animal and human performance.

Content Standards Applicable for “Zoo Clues”

Common Core

The Common Core Content Standards (adopted by all but four states) at the current date are outlined for English Language arts & Literacy in History/Social Studies, Science, and technical Subjects (<http://www.corestandards.org/>, published in June 2010 by the National Governors Association and the Council of Chief State School Officers.) The most appropriate for **Zoo Clues** are in the sciences although mathematics applies to instances in single episodes. In addition to Common Core links below, some examples from a non-Common Core state are referenced—in this case, those from Texas.

Reading Standards for Literacy in Science and Technical Subjects 6–12 (condensed)

Key Ideas and Details> Determine the central ideas or conclusions; provide an accurate summary distinct from prior knowledge or opinions. Grades 6-8

Key Ideas and Details> Cite evidence to support analysis of science explanations> Determine the central ideas or conclusions; summarize complex concepts, processes, or information presented by paraphrasing them in simpler but still accurate terms. Grades 9-10, 11-12

Craft and Structure> Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context. Grades 9-10

Craft and Structure > Analyze how the text structures information or ideas into categories or hierarchies, demonstrating understanding of the information or ideas. Grades 11-12

Integration of Knowledge and Ideas> Translate quantitative or technical information expressed in words into visual form. Grades 9-10

Integration of Knowledge and Ideas> Distinguish among facts, reasoned judgment based on research findings, and speculation. Grades 6-8

Integration of Knowledge and Ideas> Compare and contrast the information gained from experiments, simulations, video, or multimedia sources with that gained from reading a text on the same topic. Grades 6-8

Mathematics: High School: Modeling: Real-world situations are not organized and labeled for analysis; formulating tractable models, representing such models, and analyzing them is appropriately a creative process. Like every such process, this depends on acquired expertise as well as creativity.

State Standards (e.g., Illinois)

Science Standards (Secondary, Grades 6-12):

Science > Assessment Framework > 12.11.03 - Identify the following basic animal types by their common characteristics: sponges, cnidarians, flatworms and roundworms, mollusks, arthropods, echinoderms, invertebrate chordates, and vertebrates.

Science > Assessment Framework > 12.11.27 - Understand that variation within a species increases the likelihood that at least some members of a species will survive and reproduce under changed environmental conditions.

Science > Assessment Framework > 12.11.28 - Understand that reproductive or geographic isolation can lead to speciation.

Science > Assessment Framework > 12.B.4a - Compare physical, ecological and behavioral factors that influence interactions and interdependence of organisms. Students understand that a complex set of interactions within an ecosystem can maintain the number and types of organisms in an ecosystem that is relatively constant over long periods of time. (Essential Knowledge & Performance Expectations, Illinois Assessment Framework – 12.11.31; 12.11.35)

Science > Assessment Framework > 12.B.4b (LS.3.1 Living Systems and the Physical Environment) Students understand that in all ecosystems, living organisms interact with and depend on the physical (abiotic) conditions of their environment for survival. (Essential Knowledge & Performance Expectations)

Science > Assessment Framework > 12.B.4b (LS.3.2 Interactions of Living Systems) Students understand that organisms in all ecosystems interact with and depend on each other, and that organisms with similar needs compete for limited resources. (Essential Knowledge & Performance Expectations, Illinois Assessment Framework – 12.11.32; 12.11.36)

Science>Assessment Framework > 7 12 A - Know and apply concepts that explain how living things function, adapt and change.

Science>Assessment Framework > 12B - Know and apply concepts that describe how living things interact with each other and with their environment.

From Illinois State Board of Education and documents from Olympia (Illinois district)

Hall Davidson served as Director of Education Services at PBS station KOCE-TV for 15 years, where he also was executive director of the media consortium Telecommunications of Orange County (TOC) serving over 400,000 students. Prior to that, he worked in educational media at PBS station KLCS-TV in Los Angeles. He was president of Video-Using Educators and is currently chairman of the school site council at a public elementary school in Los Angeles. He is director of the nation's oldest student media festival, the California Student Media & Multimedia Festival, and served on the board of directors of California's largest technology user group, Computer-Using Educators (CUE). He is an Emmy-nominated producer of educational programs. He was classroom teacher in the public school system and began teaching on television at night on an Emmy-winning program before leaving the classroom for a position providing staff development for teachers on media use in the classroom.



Series Review
August 2012

Program: **On The Spot**
Episodes reviewed: **“Health, Science, History (Ep. 219)”**
“Animals, History, People” (Ep. 220)”
Program length: **30 minutes**

Summary:

The opening sequence from **On The Spot** boldly lays claim to a wide range of education and information topics: Transportation, Geography, Technology, Culture, Environment, Government, Money, Sports, Food, Art, History, Music, Science, Math, Health, and Language. Then, in the thirty-minute program that follows, it delivers the goods. It succeeds in making a program that is essentially information-based engaging to the targeted 13-18 year-old audience. It succeeds through the strategy of an extremely fast-paced presentation linked with eye-catching visuals, a pounding soundtrack, and an amazing array of information glued together by a genial, self-amused narration. It is a perfect match for the 21st Century learner. The information comes at the viewer like potato chips—you can’t seem to take just one and it is impossible to put down the remote.

The visuals cuts are a fast, visually arresting 2-3 seconds long yet the narrative is not rushed. It pulls the viewer in with information reasonably covered at the secondary school level (and therefore accessible to the general public), but is a long way from the didactic presentation in a textbook. Try pulling away from questions like these: Can smiling cause happiness? Can someone detect a smile during a cellphone call? What is the loudest animal? What are the happiest professions—and the unhappiest? Or turning away from facts like these: There are ten million desert locusts in a swarm, 19 billion chickens on earth, and a running cheetah is faster than a racing sailfish in the sea.

Despite the enormous amount of information, the tone is never salacious or sarcastic but maintains a sense of basic wry astonishment at the workings of the world. For the target audience, this is important. Too often shows appealing for attention from this group outside school rely on snarky attitudes or comfortable stereotyping. **On The Spot** keeps a good distance from either of those approaches.

Although the series as a whole will cover the listed topics of Transportation, Geography, Technology, Culture, Environment, Government, Money, Sports, Food, Art, History, Music, Science, Math, Health, and Language, each episode concentrates the information and education into three main subgroups. For example, reviewed episode 219 features **“Health, Science, History”** while reviewed episode 220 features **“Animals, History, People”**

Episode: “Health, Science, History” (#219)

Facts about health issues relating to happiness are bundled together in a fast-moving overview from smiling to the happiest professions to the happiest countries. The details are important here. Rather than just displaying the facts about which countries are the happiest, the episode also covers the criterion that determines the selection: safety, freedom, education, and health. This is important for the (healthy) skepticism of the 13-18 year-old viewer, who statistically will most

to the UK, Scandinavia, and other parts of the world are important for perspective and this episode does that.

Episode: “Animals, History, People” (#220)

Here again interesting pieces of information are strung like pearls along strings of themes that are good television, while offering information and education to young viewers. A discussion of plants vs. animals leads past all the species in between in a fast and fun way. “You’re not going to like this” is the unwritten theme of the episode, often stated by the narrator as it is revealed that 40% of mammal species are rats (rodents, really), and 25% are bats. Wonderfully scary stuff. Comparing polar bears and Siberian tigers is just fun, and the notion of ‘sweating’ gets lots of play in discussing who and what does it and why. Typically, the episode offers information about topics that it is hard to turn away from. And quickly. Even the clouds in the videos move fast. If you don’t like primates, just wait a few seconds and you’ll be hearing about the large numbers of animals that we eat (19 billion chickens, 1.4 billion cows, 1 billion pigs). Wait another minute and you’ll hear that if you drive straight up for just 70 miles you’re in outer space. 50 miles and you’re an astronaut, says NASA. Another nice touch is that the visual of the ‘way back’ machine ticks off years in BCE and CE, instead of BC and AD. Viewers 13-18 will know those terms (Before the Common Era and the Common Era), which are now in textbooks.

Education Summary:

Information is the beginning of knowledge creation and the episodes in On The Spot manage to deliver a great deal of information very quickly in an interesting way. Mainly, the show is entertaining and it is not hard to imagine that this program and the popcorn nature of its fast moving content would be equally appealing to adults. The mood, tone, and open quality of the program makes viewing it as much fun as watching a good game show. But it moves faster than a game show—perfect for young viewers in the mid-21st Century.

Target audience (13-18 year-olds) for tone, program content, and learning concepts:

- Middle and high school (ages 13-18)

General Category of Learning:

- Science
- Mathematics
- Economics
- Physical Education
- Music
- Language
- Health

Content Standards Applicable for On The Spot

Common Core

The Common Core Content Standards (adopted by all but four states) at the current date are outlined for English Language arts & Literacy in History/Social Studies, Science, and technical Subjects (<http://www.corestandards.org/>, published in June 2010 by the National Governors Association and the Council of Chief State School Officers.) They address core learning standards but not yet all specific subject areas. A comparison of the Common Core elements “Key Points” below make the educational and information value of **On The Spot** clear.

Key Points in English Language Arts

- *Speaking and Listening: The standards require that students gain, evaluate, and present increasingly complex information, ideas, and evidence through listening and speaking as well as through media.*

of conversations, direct instruction, and reading. The standards will help students determine word meanings, appreciate the nuances of words, and steadily expand their repertoire of words and phrases.

Key Points in Mathematics

- *The standards stress not only procedural skill but also conceptual understanding.*
- *The high school standards call on students to practice applying mathematical ways of thinking to real world issues and challenges; they prepare students to think and reason mathematically.*
- *The high school standards emphasize mathematical modeling, the use of mathematics and statistics to analyze empirical situations, understand them better... Quantities and their relationships in physical, economic, public policy, social and everyday situations can be modeled using mathematical and statistical methods*

Research and media skills blended into the Standards as a whole

- *To be ready for college, workforce training, and life in a technological society, students need the ability to gather, comprehend, evaluate, synthesize, and report on information and ideas, ...and to analyze and create a high volume and extensive range of print and nonprint texts in media forms old and new. The need to conduct research and to produce and consume media is embedded into every aspect of today's curriculum.*

Reading Standards for Information Text 6-12

- *Integrate and evaluate multiple sources of information presented in different media or formats (e.g., visually, quantitatively) as well as in words in order to address a question or solve a problem.*

Speaking and Listening Standards for 6-12

- *Interpret information presented in diverse media and formats (e.g., visually, quantitatively, orally) and explain how it contributes to a topic, text, or issue under study.*

Reading Standards for Literacy in History/Social Studies 6-12

- *Integrate and evaluate multiple sources of information presented in diverse formats and media*
- *(e.g., visually, quantitatively, as well as in words) in order to address a question or solve a problem. Integrate information from diverse sources, both primary and secondary, into a coherent understanding of an idea or event, noting discrepancies among sources.*

Hall Davidson served as Director of Education Services at PBS station KOCE-TV for 15 years, where he also was executive director of the media consortium Telecommunications of Orange County (TOC) serving over 400,000 students. Prior to that, he worked in educational media at PBS station KLCS-TV in Los Angeles. He was president of Video-Using Educators and is currently chairman of the school site council at a public elementary school in Los Angeles. He is director of the nation's oldest student media festival, the California Student Media & Multimedia Festival, and served on the board of directors of California's largest technology user group, Computer-Using Educators (CUE). He is an Emmy-nominated producer of educational programs. He was classroom teacher in the public school system and began teaching on television at night on an Emmy-winning program before leaving the classroom for a position providing staff development for teachers on media use in the classroom.

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