

### Commercial Limits Certification

I, Robert DePascale, Regional Program Coordinator of television station WPMY My Pittsburgh TV in Pittsburgh, PA, hereby certify, for the period of October 1 – December 31, 2014, that

- 1) I understand the commercial limits rules imposed by the FCC rules (providing that programs originally produced and broadcast primarily for an audience of children aged 12 and under contain no more than 10 1/2 minutes of commercials per clock hour on weekends and no more than 12 minutes of commercials per clock hour on weekdays).
- 2) However, the following programs are NOT subject to the commercial limits because they are targeted to teens 13-16:
  - Dogtales E/I
  - Eco Company E/I
  - Wild About Animals E/I
  - Xploration Animal Science E/I
  - Elizabeth Stanton's Great Big World E/I
  - Animal Exploration with Jarod Miller E/I
  - On the Spot E/I
- 3) There were no commercial limits violations.

01/07/2015

Date



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Robert DePascale  
Regional Program Coordinator  
WPMY My Pittsburgh TV

### WEBSITE CERTIFICATION

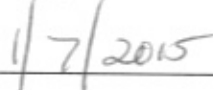
I hereby certify that for the quarter ending December 31, 2014, television broadcast station **WPMY** has complied with the FCC's Website Rule relating to children's programming.



Signature



Print Name



Date



Dear Station,

Pursuant to the Children's Television Act of 1990, "Dog Tales" will satisfy the FCC Children's programming requirement and can be classified as either core or non-core programming. "Dog Tales" serves the educational and informational needs of children 13-16 years of age with its program content, including dog safety and care tips, as well as lessons on the responsibility of owning a dog. The show also provides informative segments on various dog breeds and showcases various veterinary experts explaining different issues affecting canines. The weekly series also includes recommended reading lists about dogs, and promotes children's writing and creative skills with essay and art contests.

To facilitate your FCC filings, episode synopses are available on line at our website, [www.telcoproductions.com](http://www.telcoproductions.com). Also available on-line are testimonials from our educational advisory review board, consisting of educators and veterinary professionals who have reviewed the program (see opposite pages).

If you have any other questions, please don't hesitate to contact us.

Sincerely,

Alex Paen

President, Telco Productions, Inc.

TELCO PRODUCTIONS, INC.

2730 Wilshire Boulevard, Suite 200, Santa Monica, CA 90403

Telephone 310-828-4003 Fax 310-828-3340

E-mail: [info@telcoproductions.com](mailto:info@telcoproductions.com)

**VCA Wilshire Animal Hospital**

2421 Wilshire Boulevard  
Santa Monica, CA 90403

**Tel.:** (310) 828-4587

**Fax:** (310) 453-1562



Dear Alex,

It's my opinion that "Dog Tales" is a valuable educational and instructional television series for children 13 to 16 years of age. The program contains information on medical and health issues for dogs, as well as providing facts and histories of various dog breeds. As a teacher, lecturer and Doctor of Veterinary Medicine, I feel "Dog Tales" educates children about all types of dogs and showcases professional and non-professional people helping and caring for dogs as well as learning the responsibilities of dog ownership. By promoting compassionate behavior towards dogs, the show provides young viewers with a positive message about "man's best friend" and how they are a major part of our world.

As an Adjunct Professor at Western University School of Veterinary Medicine, a lecturer at UCLA Extension and a practicing veterinarian, I would recommend "Dog Tales" to parents, educators and broadcasters as an excellent example of informational programming serving families and especially young viewers.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Frank Lavac', written in dark ink.

Frank Lavac, MS, D.V.M., Board Certified Specialist in Avian Medicine and Surgery

**Wilshire Animal Hospital**



# International Fund for Animal Welfare

FREDERICK M. O'REGAN, PRESIDENT

Dear Alex,

We at IFAW (International Fund for Animal Welfare – [www.ifaw.org](http://www.ifaw.org)) believe the educational and informative content of "Dog Tales" is suitable for children 13-16 years of age. The show highlights the compassionate care of dogs while informing young viewers about the responsibilities of dog ownership.

We also feel the show provides guidance to young people in encouraging them to become involved in animal welfare. The show contains examples of various programs administered by professional animal workers as well as volunteers helping dogs. "Dog Tales" also includes various interactions of individuals and families with dogs and how these relationships foster a better understanding of our world today.

IFAW supports "Dog Tales" as a wonderful example of what young viewers should be watching on television and we highly recommend it to parents and educators as well.

Sincerely,

Nancy Barr  
Public Affairs  
IFAW International Headquarters

[www.ifaw.org](http://www.ifaw.org)

INTERNATIONAL HEADQUARTERS

411 Main Street  
Yarmouth Port, MA 02675-1843  
USA  
Tel: 508 744 2121  
Fax: 508 744 2129

Australia  
Belgium  
Canada  
China  
France  
Germany  
India  
Japan  
Kenya  
Mexico  
Netherlands  
Russia  
South Africa  
United Kingdom



## Generic Rundown

### RUNDOWN

Show Open/Segment One	0:00
<b>*Commercial Break One</b>	
National	2:30
Segment Two	0:00
<b>*Commercial Break Two</b>	
National	1:00
Local	1:00
Segment Three	0:00
<b>*Commercial Break Three</b>	
Local	1:30
Closed Caption Bumper	0:03
Closed Caption Sponsor	0:30
Local	1:00
Segment Four/Close	0:00
Next Week's Promo	0:30
Fee Plugs	0:30
Credits/Logos	0:00
<b>Total Running Time</b>	<b>28:30</b>

TELCO PRODUCTIONS, INC.  
2730 WILSHIRE BOULEVARD, SUITE 200, SANTA MONICA, CA 90403 USA  
TELEPHONE 310-828-4003 FAX 310-828-3340



In accordance with the 1990 Children's Television Act (CTA) intended to increase the amount of educational and informational programming for children on television, **Eco Company** clearly meets the goals of providing children and young teens with a television show that meets CORE requirements of the FCC as follows:

1. **Eco Company** provides CORE programming in the area of the environment and preservation of the earth's resources. Eco Company explores all aspects of being "green" and understanding how our actions impact the world. The E-Co team find out about climate change by asking questions to discover the truths and myths of the climate change issue. They learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They learn more about recycling, conservation and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop ideas, and new products for a sustainable future. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally Eco Company regularly provides practical tips that teens, and people of all ages can use in their daily lives.

2. **Eco Company** uses the technique of peer reporting. The diverse and dynamic cast of teens who make up Eco Company combine their natural curiosity with their enthusiasm to report the informational stories to teens and their families. Each episode employs Eco Company "members" or hosts who conduct interviews of peers and adults, and experience first hand the demonstration and explanation of the topic.

3. An **Eco Company** website that can be easily accessed by parents provides a clear description of the program and types of topics covered. It also provides a listing of the weekly episodes and topics aired on broadcast stations through the USA. Advanced notice of future episodes is available to parents and consumers by the website.

Bob Anderson  
Executive Producer  
Eco Company



## **Eco Company**

**FCC E/I Children's Programming Production Statement**

**Effective 09/08/14**

**Target Age Group: T13-16 / TV-G**

**Barter Split : 3.5/3.5**

### **Closed Captioning:**

Programs will be delivered to stations fully Closed Captioned.

### **FCC E/I:**

- Program Producers verify that they follow guidelines as outlined by the FCC in order for this program to be classified as an FCC Children's Television Educational/Informational Program for kids primarily up to age 16. Eco Company is targeted to Teens ages 13-16.
- Producer will deliver the program to stations with the FCC's required E/I logo on screen for the entire duration of the program.

### **Commercial Limits:**

- Producer will keep total commercial time within the program to 7:00 or less, plus closed captioning, promotional fee announcements and sponsor billboards as allowed by the FCC.
- Producer will provide Eco Company to stations with 3:30 of barter commercial time within the program.

### **FCC E/I compliant website:**

- Producer warrants that [www.eco-company.tv](http://www.eco-company.tv) will remain in full compliance with FCC regulations.
- Additionally, Producer will neither mention nor show onscreen any website inside the program content of Eco Company with the exception of:  
<http://www.eco-company.tv>, <http://www.redwillowfilms.com>, and non-profit organizations featured in the program dedicated to green initiatives and education.

### **No Host Selling:**

- Producer will not use any program character, host, or the program's name to endorse any product within the program nor during any commercial time during the program.
- Program Producer will not use any program character, host, or the program's name to endorse any website or web product within the program itself nor during any commercial time within the program.

### **Produced and Distributed by:**

Red Willow Films

Bob Anderson – Executive Producer





## **FCC OBJECTIVE LETTER**

TO: PROGRAM DIRECTORS

FROM: CAROL HUBMASTER-BROOKS / FERN ROTFELD

DATE: JUNE, 2014

RE: **"WILD ABOUT ANIMALS" - FCC OBJECTIVE LETTER**

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**"WILD ABOUT ANIMALS"** is a half-hour weekly animal magazine series. The show is hosted by the Emmy-award winning actress Mariette Hartley. Mariette has committed herself to fighting for the rights of animals for over 20 years.

This series is produced for children 16 and under (**specific target audience is 13-16**). As the producers of **"WILD ABOUT ANIMALS,"** it is the objective of Steve Rotfeld Productions, Inc., to educate and inform children, specifically in the target age group, by bringing them entertaining and interesting stories about the world's most fascinating animals. Each episode will consist of four (4) different stories designed to teach children about both exotic and unique animals, as well as to educate them further about animals they see everyday.

**We provide a written synopsis of each episode for your FCC Children's Television Report. These write-ups will be e-mailed to your station on a quarterly basis. Also, each episode is close-captioned and E/I inscribed throughout.**

If you need additional information, please feel free to contact us.

Sincerely,

Carol Hubmaster-Brooks  
Vice President, Syndication Sales  
[carol@rotfeldproductions.com](mailto:carol@rotfeldproductions.com) or [fern@rotfeldproductions.com](mailto:fern@rotfeldproductions.com)

# SRP STEVE ROTFELD PRODUCTIONS



1801 N. Broad Street  
401 Corwell Hall  
Philadelphia, PA 19122  
Phone: 215-204-8873 Fax: 215-204-4609

To Whom It May Concern:

## Series Review

**Program:** *Wild About Animals*  
**Shows reviewed:** Episodes 73 and 75  
**Program length:** 30 minutes

*Wild About Animals* is a reality science series that is produced for children in the 13-16 age group, and is designed to educate, inform and entertain those viewers. This program fulfills its purpose by providing a high level of educational value. The structure of each show consists of four (4) different segments/stories which make for a varied, fast paced program. Through the use of dramatic, stunning footage combined with an engaging and entertaining narrative, the show creates a general tone that is particularly effective in connecting to the target audience. The level of detail in each show is also appropriate and the segments move quickly from one topic to the next.

The host, Mariette Hartley who is an animal rights activist and Emmy award winning actress, creates a bond with the viewer through her pleasing delivery. Coupled with a very conversational style is the MTV shooting style. The program open is visually engaging, featuring scenes of animals in their habitats in the form of a teaser for the audience.

In *Wild About Animals* episode 73, the audience is introduced to bears, bison, lemurs and dogs. From the wild to the house pet, the program touches on how animals play an important role in our lives. Another segment in the same episode looks at therapy dogs and how they can contribute to the betterment of people's lives. Meeting patients for whom these dogs create the difference between being dependent and independent is a very strong message for a teenage viewer to learn. Exposure to science and nature is integrated with history and personal contextualization of animals and their roles in our habitat. The depth of information contributes to a high level learning experience.

A second episode, *Wild About Animals* 75, introduces the viewer to pot belly pigs as pets. This is a humorous and educational segment. A couple becomes passionate about the pigs, and their entire lives are devoted to caring for them. Their house is filled with comical and unusual pig paraphernalia, and their backyard has a pig pen for these animals. The audience learns about the specific habits and needs of these pigs, and will understand why the couple has grown so fond of them. Another compelling story in this episode is about Yosemite National Park which shows the

740 Haverford Road, Bryn Mawr, PA 19010 Phone: 610-520-0671 Fax: 610-520-0681

[www.rotfeldproductions.com](http://www.rotfeldproductions.com)

symbiotic relationship between a giant sequoia tree and a tiny beetle. The narration is dramatic, and serves to tell the story of this unusual relationship.

Pacing throughout the show is excellent and will keep the attention of a teen viewer. At the end of the show, to provide some closure, visuals include highlights of the program. This technique takes the educational aspect of the program to another level as it can stimulate discourse following viewing, and would be useful if the program were to be viewed in a classroom setting.

Overall, the depth of information conveyed is quite impressive. Also host Mariette Hartley is excellent, and has the ability to create a connection with the audience based on trust, compassion and dedication to education.

Summary:

Target audience for content, learning modules and style:

- Ages 13 – 16 years old

Genre:

- Science/nature/educational

Learning Objectives:

- Develop science literacy
- Science as inquiry
- Science in social and personal perspectives
- Appreciation for nature and science

Outcomes for students:

- Develop working knowledge of animals and their environments
- Recognize that animals are an important part of the global ecosystem

Sincerely,



Betsy Leebron Tutelman  
Senior Faculty Advisor to the Provost



## MEMORANDUM

TO: PROGRAM DIRECTORS  
FROM: CAROL HUBMASTER-BROOKS / FERN ROTFELD  
DATE: JUNE, 2014  
RE: FCC OBJECTIVE LETTER - XPLORATION ANIMAL SCIENCE

**Xploration Animal Science** – This series is also a part of the new 2-hour block of STEM based E/I programs titled: **XPLORATION STATION**

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### **Xploration Animal Science**

Produced specifically for the 13-16 demographic, this is an animal series with a uniquely scientific approach. While most animal shows look at the behavior of animals, **Xploration Animal Science** goes one step further to look at *how* and *why* an animal is able to excel in its environment. This series uses animation, graphics, and scientific analysis from animal experts to give viewers more understanding than ever before of these amazing creatures. A series that all animal lovers will watch and learn from.

**Xploration Animal Science** is a half-hour weekly E/I series produced with the intention of increasing and expanding our target audience's interest in the field of STEM education.

Steve Rotfeld Productions will provide a written synopsis of each episode for filing with our stations FCC Children's Television Report. These write-ups will be emailed to stations on a quarterly basis. *Also, each episode is close-captioned and E/I inscribed throughout.*

If you need additional information, please feel free to contact us

Sincerely,

Carol Hubmaster-Brooks  
Vice President, Syndication Sales  
[carol@rotfeldproductions.com](mailto:carol@rotfeldproductions.com) or [fern@rotfeldproductions.com](mailto:fern@rotfeldproductions.com)

# SRP STEVE ROTFELD PRODUCTIONS



Office of the Senior Vice Provost  
for Strategic Communications  
1803 N. Broad Street  
11th Floor Camell Hall  
Philadelphia, PA 19122

phone 215-204-8660  
fax 215-204-7821  
web [www.temple.edu](http://www.temple.edu)

May 22, 2014

Merv Jones  
Development/Producer  
Steve Rotfeld Productions  
740 Haverford Road  
Bryn Mawr, PA 19010

Dear Merv Jones,

Review of XPLORATION STATION

Program Block:

**Xploration Station** - Four (4) half-hour weekly programs as follows:  
**Xploration Awesome Planet; Xploration Outer Space; Xploration Earth 2050;**  
**and Xploration Animal Science**

**Production Company:** *Steve Rotfeld Productions*

Spawned by the Obama administration's focus on accelerating student learning in science, technology, engineering and math and with a determination to help the US remain competitive in this arena, the family-oriented programs developed should help draw future leaders in the STEM fields.

**Xploration Awesome Planet** - This series is essentially about earth sciences, which includes geology, geography, and meteorology. The series seeks to inform viewers about how land formations like glaciers and volcanoes develop. Other potential topics include: how diamonds, gold, and other gems are formed deep in the earth's core. In summary, the series is a great vehicle to teach about science in a fun and fascinating manner.

**Xploration Outer Space** - This series will teach youngsters about the planets, the stars, the moons, and scientific concepts of the universe, all presented in a way that its audience can understand. The series collaborates with NASA, giving viewers an up close and personal view of the center of the United States' space program.

The host for the Outer Space program, Emily Callendrelli earned her undergraduate degree from West Virginia University in mechanical and aerospace engineering and then earned a Master's degree from MIT in technology and policy. As a woman she is also a role model for those dreaming about careers in STEM.

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[www.rotfeldproductions.com](http://www.rotfeldproductions.com)

*Xploration Earth 2050* – *Xploration Earth 2050* explores the future world to see where advances in science, technology, and engineering will lead us. The series takes a look at robotics, automobile technology, consumer electronics, and health, among other topics. Through talks with inventors, doctors, science fiction writers, entrepreneurs, and scientists, the future world is presented to the audience in way that sounds like fun.

*Xploration Animal Science* – *Xploration Animal Science* seeks to teach its target audience about animals in a very unique way: it doesn't simply display animal behavior, rather it tells *why* and *how* creatures behave as they do. We all know that eagles have incredible vision but *Xploration Animal Science* goes into detail about why their sense of sight is so advanced.

Summary:

Target audience for content and style  
13-16 year-olds and their families

Genre:

Mixed genre: education/entertainment


Learning Objectives

- Develop strategies for improving STEM knowledge
- Cultivate interest in STEM fields

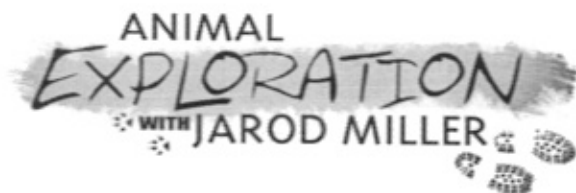
Outcomes for viewers:

- Demonstrate STEM related challenges and solutions
- Advance knowledge in Math and science and contribute to improving America's rank in these areas (25<sup>th</sup> in world in math; 17<sup>th</sup> in world in science)

Sincerely,



Betsy Leebron Tutelman  
Senior Vice Provost for Strategic Communications

**Fierce Fighters (#405)**

Jarod explores animals that use special skills or abilities to capture food. If they have to go up against another creature to survive, you know they're a fierce fighter.

**Bugging Out (#406)**

Jarod highlights insects including the Walking Stick and Goliath Spider.

**Bird's Eye View (#407)**

Jarod highlights birds including the Great Horned Owl and Hummingbird.

**Body Language (#408)**

Jarod explores animals and how they use their body to communicate.

**Cold Blooded Characters (#409)**

Jarod highlights reptiles including the Sea Turtle and King Cobra.

**Animals on the Brain (#410)**

Jarod explores animal intelligence. Some animals have only basic levels of intelligence and some are very smart. Who's got the brains?

**Where in the World (#411)**

Jarod explores animals that are specialized and adapted to very specific locations around the world.

**The Fast and the Ferocious (#412)**

Jarod highlights cats including the Jaguarundi and Liger.

**Body Language Part II (#413)**

Jarod continues his exploration of animals and how they use their body to communicate.

**Slither and Scurry (#414)**

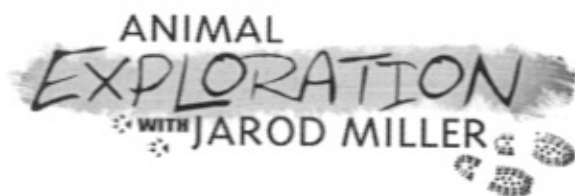
Jarod highlights reptiles including the Puff Adder and Blue Tree Monitor.

**Animals on the Brain Part II (#415)**

Jarod continues his exploration of animal intelligence. Some animals have only basic levels of intelligence and some are very smart. Who's got the brains?

**Where in the World Part II (#416)**

Jarod continues his exploration of animals that are specialized and adapted to very specific locations around the world.

**Birds of a Feather (#417)**

Jarod highlights birds including the Cassowary and Road Runner.

**Fierce Fighters II (#418)**

From the largest to the smallest creatures, Jarod explores animals that use special skills or abilities to capture food.

**Pool Sharks (#501)**

Jarod sets out to debunk myths about the ocean's most-feared and most misunderstood creatures - sharks.

**Deep-Sea Mysteries (#502)**

With nearly seventy-five percent of Earth being covered by Oceans, it comes as no surprise that endless mysteries abound in the deep blue seas. Jarod Miller sets off to the Aquarium of the Pacific in

Long Beach, CA, to unlock the keys to some of these unknown quandaries.

**Conservation Pays (#503)**

Jarod literally zips into the San Diego Wild Animal Park, as he flies over field exhibits on the park's rapid Zipline, which simulates the actual flight of birds.

**Mating Profiles (#504)**

The mating process is much harder than simply putting a male and female together, and no animal exemplifies this more than the Panda. The San Diego Zoo has one of the most successful breeding programs in the world, and when Jarod meets their new Panda cub, Yun Zi, he sees firsthand the adorable result of a rare animal romance.

**Primate Countdown (#505)**

In a quest for knowledge that promises fun and surprise, Jarod sets off to the Santa Ana Zoo in search of the top ten things to know about primates.

**The World Comes Home (#506)**

After learning about the challenges zoos face when trying to create climates suitable for a wide array of species, Jarod focuses on wildlife and habitat from south of the border, giving insight into the importance of zoos creating microcosms of other ecosystems and people caring about far-away lands

**Alpine Animals (#507)**

Jarod reaches new heights as he heads to the snowy confines of the Moonridge Animal Park to discover how animals adapt to alpine conditions.

**Cold Blooded Characters (#409)**

Jarod highlights reptiles including the Sea Turtle and King Cobra.



**The World of Cats (#508)**

The fur flies as Jarod goes to the Exotic Feline Breeding Compound to meet some of the world's rarest cats. From felines that fish to leopards on brink of extinction

**Acting Animals (#509)**

It's lights, cameras, and a whole lot of action as Jarod sets off to Universal Studios Hollywood to find out how animals train for the film and television industry.

**Extensive Care (#510)**

Jarod uncovers the fascinating and evolving world of animal care as he heads off to the Oregon Zoo, where he shows that feeding and cleaning cages are just the tip of the iceberg when it comes to the tireless efforts of zoo keepers.

**Journey Across Africa (#511)**

The Oregon Zoo offers visitors an in-depth look at both the animals and culture of the world's second-largest continent. From the African Rain Forest exhibit to the new "Predators of the Serengeti," Jarod discovers why Africa continues to delight and inspire anyone willing to embark on a journey of mysteries and possibilities.

**Zoo Evolution (#512)**

It's a homecoming for Jarod as he sets off to the Buffalo Zoo to chronicle the history of American zoos and describe how zoos have evolved over the past 135 years –showcasing animals from the early days of zoos as well as newer acquisitions.

**Water Log (#513)**

By showing a variety of fascinating creatures from Polar Bears to otters to alligators and camels, Jarod examines the many ways that water is essential in every animal's life. From lakes to rivers to wetlands and canals, it's a celebration of water, the most essential element to all creatures.

**Need For Speed (#301)**

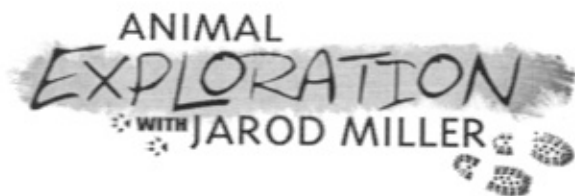
Speed is the name of the game. Jarod explores fast animals and why their speed helps them to survive.

**Animal Giants (#302)**

Size matters – especially when it comes to survival. Jarod explores large animals and how their size contributes to their ability to survive.

**Camo, Ammo & Other Amazing Skills (#303)**

Jarod explores animals that use different methods of protection and camouflage to help them survive.

**Family Ties (#304)**

Jarod explores animals that share a strong resemblance to human habits or anatomy. From an interest in shiny objects to opposable thumbs, these animals can seem just like us.

**Survival of the Fittest (#305)**

Jarod explores animals that have evolved to be particularly well suited to their environments. From rapidly changing animals to those that have changed little over millions of years, these animals are an excellent fit for their environment.

**Creepy Critters (#306)**

Jarod explores animals people might tend to think of as “creepy,” and looks at how their distinctive appearances and habits help them to survive in nature.

**Animals in the Extreme (#307)**

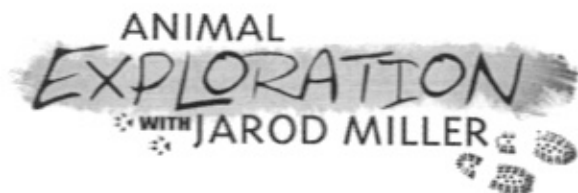
Jarod explores animals that are able to survive in extreme environments. From bitter cold to scorching heat, these animals are uniquely suited to their unusual habitats.

**Great Animals with Gross Habits (#308)**

Jarod explores animals and some of their lifestyles, habits or mannerisms that people might tend to think of as “gross.” From eating carrion to projectile poop, these animals have some unusual behaviors.

**Unusual Alias (#309)**

Jarod explores animals with unusual names and how they earned them. For example the Bearcat is neither a bear nor a cat – so why is it a Bearcat?



**Animals in the Nose (#310)**

Jarod explores animals that have distinctive noses whether for their great sense of smell, the unusual uses, or simply the size or shape of their nose.

**Animals with Attitude (#311)**

Jarod explores animals that have a fierce disposition and the way that "attitude" helps them to survive in the wild.

**Size Matters (#312)**

Jarod continues his exploration of the role of size in the animal kingdom.

# Animal Exploration with Jarod Miller

Generic Format 2014-2015



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



NORTHERN ARIZONA  
UNIVERSITY  
*College of Education*

Educational Specialties

Northern Arizona University  
PO Box 5774  
Flagstaff, AZ 86011-5774

928-523-5342  
928-523-9284 fax  
coe.nau.edu

September 22, 2010

To Whom It May Concern:

After a comprehensive review of the Kenya episode of Elizabeth Stanton's *GREAT BIG WORLD* and the accompanying educational packet (which includes lesson plans, show descriptions, a teaching guide, and educational components), I can recommend this program as educational and informative for children 13-16 years of age, while also entertaining the entire family. The production is a quality program which will appeal to young teens by focusing on global, social, educational, and wellness issues.

Elizabeth Stanton's *GREAT BIG WORLD* complies with the FCC Children's Television Rules as it presents audiences with in-depth and thoughtful interviews involving Elizabeth's travel buddies and friends they meet along the way. Elizabeth and friends volunteer in areas of special need, from feeding the hungry in the slums of Kenya to helping Vietnamese children with hearing impairments by fitting them with hearing aids. This selfless behavior is a touching lesson for viewers that highlights social consciousness as well as the challenges faced by others around the world.

This state-of-the-art program consists of educational topics which include geography, social dynamics, international cultures, customs, arts and entertainment, coordinated with insightful remarks. As a professional educator with experience teaching students of this age group, I believe that Elizabeth Stanton's *GREAT BIG WORLD* most assuredly qualifies as both educational and informational for teenagers 13 to 16 years of age.

Sincerely,

Patricia J. Peterson, Ph.D.  
Professor, Educational Specialties

### Patricia J. Peterson Bio

Dr. Patricia Peterson is a Professor of Special Education and Bilingual/Multicultural Education in the College of Education at Northern Arizona University. Her focus is on research and personnel preparation of special educators and elementary education teachers who can effectively serve culturally and linguistically diverse students with disabilities.

She received her Ph.D. in Special Education with a minor in Bilingual/Bicultural Education from the University of Florida. Her Masters Degree is from Rockford College in Rockford, Illinois in Learning Disabilities. Her Bachelors of Arts Degree is also from Rockford College with a dual major in Child Development and Spanish. She has been working in the field of bilingual special education for the past 35 years. Dr. Peterson is bilingual in Spanish and English and has worked as an English as a Second Language teacher in Madrid, Spain. In her public school teaching in the U.S., she has worked as both a bilingual teacher (Kindergarten to 5th grade), and bilingual special education teacher (Kindergarten to 8th grade) in Illinois school districts where she taught primarily Hispanic children.

Dr. Peterson has also worked as a Program Coordinator in Bilingual Special Education at Bilingual Resource Centers and National Origin Desegregation Assistance Centers. She has coordinated and directed bilingual special education teacher training projects and has provided technical assistance and training in this field to school districts and

State Education Agencies in 25 states. Dr. Peterson has also been actively working on national and regional efforts to improve services for Culturally and Linguistically Diverse Exceptional (CLDE) students through the Council for Exceptional Children (CEC) and the National Association for Bilingual Education (NABE). She co-chaired the first CEC National Conference on The Bilingual Exceptional Child in New Orleans, Louisiana. She also organized and directed the Institute on Non-biased Assessment at the National NABE Conference in Chicago. For the past 19 years at Northern Arizona University, she has developed and implemented teacher preparation programs and doctoral programs with a focus on the education of CLDE students in Arizona and Southwest.

Dr. Peterson has been the Director of ten federally funded rural personnel preparation programs at the bachelors, masters, and doctoral levels in special education and elementary education on the Navajo Reservation and in the southwestern United States. She presents at many national and international conferences and publishes in professional journals primarily on the topic of educational methods and materials for culturally and linguistically diverse elementary education and special education students.



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To Whom It May Concern:

Elizabeth Stanton's GREAT BIG WORLD is the rare children's show that is appealing in terms of entertainment and education ensuring that the needs of society's teens are being well served.

I have analyzed and evaluated the messages children receive by viewing Elizabeth Stanton's GREAT BIG WORLD and believe that the show has certainly earned an "E/I" rating. The program is informative and the educational messages are incorporated organically into the show. The program consists of educational moments, making it a great teaching aid. The host relates timely, thought provoking issues as she joins her friends to lend a hand to children in need. The program focuses on safely exploring adventure, friendship, volunteerism, geography, social studies, literature and government. It is clear that the show has been specifically created to educate teens ages 13 - 16.

Along with the video of Elizabeth Stanton's GREAT BIG WORLD, I reviewed the well prepared educational packet which contains the following supplements: Objectives, Educational Components, Teaching Guide, Lesson Plan and Episode Descriptions. This packet makes it completely clear that the show has highly valuable educational, informative and entertaining content.

Elizabeth Stanton's GREAT BIG WORLD meets and exceeds the standards set by the FCC Children's Television Rules. I highly recommend GREAT BIG WORLD to both teens and parents.

Respectfully,

Stephen W. Showalter, Ed.D.  
Clinical Instructor, Curriculum and Instruction



### Stephen W. Showalter Bio

Stephen Showalter is a Clinical Instructor in Curriculum and Instruction in the Department of Teaching and Learning at Northern Arizona University in Flagstaff, Arizona. His focus is on preparation of secondary teachers for middle school and high school with an emphasis on utilization of distance education technology. Currently, he teaches graduate courses in curriculum and instructional design, evaluation and assessment of learning, professional problems of teachers, research, and student development of professional writing.

Dr. Showalter completed his Ed.D. degree in Curriculum and Instruction in 2007 at Northern Arizona University. His dissertation was titled, Student Assessment in Web-based Instruction. The purpose of this descriptive survey study was to identify and describe the methods, i.e., practices and processes of assessing student learning in Web-based courses. An online survey of an international population of web-based instructors indicated that both traditional and authentic student assessment methods are used in Web-based courses, and the majority of instructors use both methods.

Dr. Showalter's Masters of Education degree at Northern Arizona University in 1999 was in Educational Leadership with a Higher Education/Community College emphasis. Also at Northern Arizona University, in 1995 he completed his Bachelors of Science degree with a major in Biology and Teacher Education. He is certified in Arizona to teach middle grades and high school biology and earth science. He taught both biology

and earth science at Greyhills High School in Tuba City, Arizona on the Navajo reservation.

Most recently, Dr. Showalter has worked at Northern Arizona University in graduate programs both as a faculty member and as a web training instructor/web course facilitator for distance education programs in Yuma and on the Navajo reservation. He was involved in recruitment of graduate students in these programs as well as in developing technology solutions for administrators, faculty, and graduate students. In this work as well as in his secondary science teaching at Greyhills High School in Tuba City on the Navajo reservation, he has worked extensively with culturally and linguistically diverse faculty and students especially those from Native American and Mexican American populations.

Dr. Showalter has presented scholarly papers at both national and international conferences primarily in the areas of multicultural education, teacher preparation, educational technology, and pedagogy in distance education. His publications center on the use of appropriate pedagogy in Web-based courses to reach students in teacher education programs in rural, remote, and international sites.

## Series Review

August 2014

Program: **On The Spot**  
Episodes reviewed: **Ridiculous Theories**  
Program length: **30 minutes**

### Series Summary:

Educational institutions would love to be able to go as far and wide—and as fun—with information as **On The Spot** does. Schools fall into single subject tracks in middle and high school. Linking information to multiple experiences is more effective for learning—so imagine how effective a program can be when it links information across King Tut, Stonehenge, aliens, camping, biking, and food. Which is what **On The Spot** does. Well-researched facts on high-interest topics delivered with bright, fast, visuals will feed the interests of a broad audience group, but the approach does particularly well for the 13-16 year-old target audience. Archeology, science, and astronomy become fascinating by the clever culling of information. The programs are built with an approach that, on the surface appears to be directed for adult. But Pete Sepenuk's narrative tone and style—light and fascinated—matches and holds the attention of the target audience. And, once it holds attention, what **On The Spot** does very well is deliver excellent informational content. And for the target audience, it is essential that the information is not dumbed down. It is not in **On The Spot**.

The program is peppered with breakout segments designed to be interactive, calling for the viewer to respond. These include the "Speed Round" (with ticking clock graphic), "Clinical or Cynical", and "Solved or Unsolved." The segments keep this from being passive viewing—another nice point when targeting viewers with information and education.

### Episode: Ridiculous Theories

The title sequences for **On The Spot** series boldly promises material from the environment, money, government, culture, geography, technology, transportation, sports, food, art, history, music, science, math, health, and languages. Given the editing pace demonstrated in this episode, the series will deliver on that promise. This single half hour show touches on King Tut's death, Aristotle's blunders, magnets and blood, potato chips, making a camping light from water, dinosaurs (both feathered and unfeathered), aliens, planets, the aurora borealis, hippopotamuses, sea sickness and ginger, and grooming tips for greasy hair. And more. The program pulls information from so many different topics while keeping it fascinating. There is a consistent flow that keeps it coherent, easy to follow, and hard to turn away from. That is remarkable with such a quick and constant range of topics and times. A real advantage to producing television in 2014 is the wonderful video quality that programs like this capitalize on. The video of the aurora is flat out stunning. And King Tut's mask and the boulders of Stonehenge take on renewed life with such great definition. The mask is *beautiful* and the stones are *old*! If you are going to deliver information and education to 13-16 year-olds, it pays to grab them by the eyes. That is true for audiences in general in this era of big digital televisions in homes.

### **Educational Value of On The Spot.**

As has been noted before, the secret to making a great educational program is to take targeted educational content and make it interesting to adults. If a program engages its makers, it will stand a greater chance of engaging its education-age target audience. **On The Spot** continues to do this season after season. It taps content appropriate for the 13-16 year-old audience for whom it is providing educational and informational content. But it proves that a great show for 13-16 year-olds can be a great for the television-consuming adult.

**On The Spot** does a nice job providing a balanced view of men and women in the workplace. The scientists, doctors, and other professionals are portrayed without gender stereotyping. Also, the young adults portrayed, although sometimes mischievous, model behavior that serves building esteem in the target audience. This is a worthwhile program to show or watch with adolescents.

### **Education Information:**

Target audience for tone, program content, and learning concepts:  
Middle and high school (ages 13-16)

### **General Category of Learning:**

The program covered the content areas already discussed. Content presented is accurate and engaging—and often humorous.

### **Applicable Common Core Standards (National Content Standards)**

The creation of the Common Core State Standards (CCSS) was a move to adopt a common standard of educational content across the United States. While not universal, they serve as a solid reference point even for non-adopting states. A wide majority of states, the District of Columbia, and the schools of the Department of Defense have accepted the CCSS. While there are only Common Core State Standards Initiatives for English Language Arts & Literacy and Mathematics, there are specialized applications for a variety of subject matters (including History/Social Studies, Science, and technical Subjects) online at <http://www.corestandards.org/>, published in June 2010 by the National Governors Association and the Council of Chief State School Officers. Common Core ELA standards for History/Social Science are clearly applicable to **On The Spot**.

### ***English Language Arts Standards>>Science & Technical Subjects - Integrated by On The Spot***

CCSS.ELA-Literacy.RST.9-10.3 Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks, attending to special cases or exceptions defined in the text

CCSS.ELA-Literacy.RST.9-10.7 Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words.

### ***The Mathematics Standards - Integrated by On The Spot***

### **Mathematical Practices**

- Make sense of problems and persevere in solving them.
- Reason abstractly and quantitatively.
- Model with mathematics.
- Use appropriate tools strategically.
- Students establish a base of knowledge across a wide range of subject matter by engaging with works of quality and substance.

3.A - Mathematically proficient students understand and use stated assumptions, definitions, and previously established results in constructing arguments. They make conjectures and build a logical progression of statements to explore the truth of their constructions.

1.A - Mathematically proficient students start by explaining to themselves the meaning of a problem and looking for entry points to its solution. They analyze givens, constraints, relationships, and goals. They make conjectures about the form and meaning

### ***Reading Standards for Literacy in Science and Technical Subjects 6–12 (condensed) addressed by On The Spot.***

#### **Comprehension and Collaboration - Modeled by On The Spot:**

CCSS.ELA-Literacy.SL.9-10.2 Integrate multiple sources of information presented in diverse media or formats (e.g., visually, quantitatively, orally) evaluating the credibility and accuracy of each source.

#### ***Presentation of Knowledge and Ideas – Integrated by On The Spot***

SL.CCR.4 - Present information, findings, and supporting evidence such that listeners can follow the line of reasoning and the organization, development, and style are appropriate to task, purpose, and audience.

SL.CCR.5 - Make strategic use of digital media and visual displays of data to express information and enhance understanding of presentations.

SL.CCR.6 - Adapt speech to a variety of contexts and communicative tasks, demonstrating command of formal English when indicated or appropriate.

CCSS.ELA-Literacy.RH.11-12.9 Integrate information from diverse sources, both primary and secondary, into a coherent understanding of an idea or event, noting discrepancies among sources.

### **English Language Arts Standards>>History/Social Studies - Integrated by On The Spot**

CCSS.ELA-Literacy.RH.6-8.4 Determine the meaning of words and phrases as they are used in a text, including vocabulary specific to domains related to history/social studies.

### **English Language Arts Standards>>History/Social Studies – Modeled by On The Spot**

CCSS.ELA-Literacy.RH.6-8.7 Integrate visual information (e.g., in charts, graphs, photographs, videos, or maps) with other information in print and digital texts.

CCSS.ELA-Literacy.RH.9-10.1 Cite specific textual evidence to support analysis of primary and secondary sources, attending to such features as the date and origin of the information.

CCSS.ELA-Literacy.RH.9-10.8 Assess the extent to which the reasoning and evidence in a text support the author's claims

*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. He was recently elected to the governing board of the International Society for Technology in Education (ISTE).

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