April 4, 2011

Dear Affiliate Partner:

To assist you in complying with the reporting requirements for children's television and the requirement that stations air "core" children's programming, we are providing you with episode-specific descriptions (for QUBO Kids on NBC) as set forth in the attached Community Relations Quarterly Children's Programming Report for 1st quarter 2011. The report includes information to help prepare FCC Form 398. Please note that we have not included the specific dates and times for each of the programs as that may be station-specific.

This report is divided into the following categories:

1. Educational Objectives: QUBO for both 1st quarter 2011 and 2nd quarter 2011.

2. Core programming: Regularly scheduled programming furnished by the NBC Network that is specifically designed to serve the educational and informational needs of children 16 and under. Each of these programs is identified on-air as educational and informational with the "E/I" icon, and is similarly identified to the national listing services. To assist stations with the preemption report section of the new FCC Form 398, we have added specific episode numbers. Please note that the age target for QUBO programming on NBC is now identified as 6-10 years old. This represents a small shift to an older age range (from the previous target of 4-8 years) based on a recent review of the individual programs in the block and a recommendation by NBCUniversal's children's programming consultant. All of the programs are currently rated TV-Y7, and the consultant concluded that certain programs in the block are skewing older.

3. Other programming: Programming furnished by the NBC Network that contributes to the educational and informational needs of children 16 and under, but is not specifically designed to meet the educational and informational needs of children.

4. Public service announcements targeted to children 16 and under.

5. Non-broadcast efforts that enhance the educational and informational value of NBC Network programming to children.

6. Network on-air promotional efforts, which include a schedule of QUBO programming on NBC on-air promos.

The regularly-scheduled children's programming and promotional content furnished to you by the NBC Network during the 1st quarter of 2011 complied with the commercial limits of the Children's Television Act, and 47 C.F.R. §§ 73.670(a)-(d), provided that you broadcast and distributed such programming as furnished to you by NBC, and did not add any promotional or advertising content there to other than as directed by NBC via weekly postings on APT.

If you have any questions about these reporting requirements, please feel free to call us.

Loretta Alden
NBC Universal
Director, Affiliate Relations
212-664-2928
loretta.alden@nbcuni.com