## "DISCOVERY KIDS ON NBC" EDUCATIONAL OBJECTIVES
## AS OF MAY 17, 2003

**Effective Saturday, May 17th 2003, the Discovery Kids on NBC lineup will change with the new shows, "Adventure Camp" and "Trading Spaces: Boys vs. Girls" replacing "Prehistoric Planet" and "Operation Junkyard." Following are descriptions of the educational and informational objectives for the two new shows and how they meet the definition of Core Programming.**

### ADVENTURE CAMP

Adventure Camp takes eight kids to a wild animal complex in Florida where they get to combine competition, relationship-building, and science into a program of learning and fun. In each episode, the kids are given exposure to lots of new information about animals, ecology and the environment. If they demonstrate their knowledge and fulfill certain responsibilities in caring for an animal, the campers earn beads for an opportunity to have different adventures with the animals (e.g., releasing an injured manatee into the wild or swimming with dolphins). Over several weeks, the group gains lots of important knowledge about animal habitats, different animal behaviors, animal care, and ecological balance. They also increase their self-knowledge, while forming close friendships and teams with kids they had not known before.

### TRADING SPACES: BOYS VS. GIRLS

Boys and girls get to show how well they know each other, how effectively they can manage a budget, and how skillfully they can execute a design plan in Trading Spaces: Boys vs. Girls. Each week a boy or girl will be given two days and $5000 dollars to complete a renovation of their partner's "room." The space might be a bedroom, a recreation room, or a club house, but the "designer" has to show his or her knowledge of the other person's preferences, hobbies, and lifestyle to come up with a good design. Then, the challenge of balancing the budget and figuring out the renovation process begins. Participants will learn measurement, spatial reasoning, and principles of aesthetic design as they go through the experience. In the end, they will find out if their knowledge and perception of their partner was on or off base.

In compliance with the Children's Television regulations that became effective January 2, 1997, the **DISCOVERY KIDS ON NBC** programs feature an on-air icon indicating each program is "educational and informational" for children. This icon is displayed at the beginning of each broadcast. Also, in compliance with the new regulations, the following document, which includes "educational and informational" objectives of **DISCOVERY KIDS ON NBC**, must be placed in your public file.

Each of the programs listed below, which make up NBC's Children's Programming block, is specifically designed to serve the "educational and informational" needs of children, ages 9-14. All of the programs have educational objectives that are central to the content and appropriate to the program genre.

Two programs have a non-fiction documentary-type format. Both provide historically and factually correct information about the animal kingdom and animal habitats. One program, **"Croc Files,"** is set in a contemporary context and combines comedic and adventure elements with the presentation of educational content. The second, **"Prehistoric Planet,"** recreates the prehistoric world through award-winning digital animation and describes the life and survival patterns of animals through several prehistoric eras.

Four reality-type programs demonstrate how skill and teamwork combine to accomplish a goal. In these shows, the real-life example is instructional. The challenges the teams face are metaphors for the real-life experiences of the target audience. One show, **"Operation Junkyard,"** stresses physics and engineering challenges. Another reality show, **"Endurance,"** follows several teams over 13 weeks of competition, culminating in success for the team that has mastered both strategy and skill to endure the longest. The third show, **"Adventure Camp"** follows the learning curve of eight boys and girls living in a wild animal complex in Florida. The kids have to succeed at various challenges in order to have opportunities to work with the wide array of animals in the park. The fourth reality show, **"Trading Spaces: Boys vs. Girls"** takes the audience into the homes of kids who want a total makeover for their bedrooms or other personal space. The challenge is for each team to demonstrate how well they know the other person in fulfilling their friend's request for a dream space.

The two live-action fiction programs embed factual information within the context of a narrative story. The story emanates from some aspect of the social and emotional development of the adolescent characters. **"Scout's Safari"** follows the development and adjustment of Scout Lauer, a 14-year-old girl who moves from a New York City apartment to a South African game reserve. She has a lot to learn about relationships and her place in the world. However, Scout also develops her knowledge about different cultures, living in a naturalistic setting and caring for plant and animal life. **"Strange Days at Blake Holsey High"** revolves around a group of teens enrolled in boarding school. They are science nerds on a mission to solve a complex mystery involving a vortex and an array of other science challenges. The lead character, Josie Trent, is independent, free-thinking and determined to make sense of her own illogical life, which, it turns out, is intertwined with the strange goings-on at the school.

All shows were developed specifically with the young adolescent and pre-adolescent child in mind. Each program was supported by a team, composed of the creative personnel (producers and writers), an educational consultant, and several technical consultants appropriate to the requirements of each show. The technical consultants verified all the factual content or tested the competitive challenges that were presented in each program. The educational consultant worked with the creative team to convey content at a level of comprehension for the target audience and to develop age-appropriate themes for learning within each episode of every program. All of the educational content was integrated into the action and movement of each episode so that the entertainment and education would be interdependent and present throughout the program.

**PREHISTORIC PLANET** is based on the award-winning BBC/Discovery series "Walking with Dinosaurs." It begins over 200 million years ago with the Triassic Period. Over several weeks, the audience travels through time to the Jurassic, Early Cretaceous and Mid-Cretaceous Periods, which ended 65 million years ago. The dawn of the mammals is then covered, with the series ending just a few million years ago. The objectives of this show are to:

- Expose the audience to a re-creation of the prehistoric world and explain how the animal kingdom might have lived day by day.
- Expose learners to content that will enable them to differentiate and match species to eras, to habitat, and to their respective behavior patterns.
- Expose the audience to information on how and why certain prehistoric beasts were the precursors of species alive today.
- Expose the audience to basic concepts of the life cycle, the food chain, and the process of species survival vs. extinction.
- Expose the audience to content on the development of the Earth's geography and the relationship of weather, geography, and natural events to the development of different animal species.

**CROC FILES** takes the audience on world-wide travels with naturalist, adventurer and story-teller Steve Irwin of the Australian Zoo. In humorous and adventuresome episodes, Steve, with his wife Terri and a small crew, travel to different locales to film a wide variety of animal species. The objectives of this show are to:

- Expose the audience to the habitat, behavior patterns and, in most cases, the dangers of most types of non-domesticated animals.
- Demonstrate to the audience how to be safe around wild animals, particularly dangerous predators and poisonous snakes.
- Inform the audience about the life cycle, eating habits and social behavior of different animals.
- Inform the audience about conservation issues and the relationship and importance of different animals to specific ecosystems.

**OPERATION JUNKYARD** is a reality show that creates teams of kids who are interested in building and inventing, and puts the teams in competitive engineering challenges. The over-arching goal of the program is to show how the basic principles of engineering are accessible to anyone who wants to know "how things work." Specific objectives are to communicate to the audience how teams can work successfully under pressure to create working machines and to demonstrate the use of recyclable objects to create something completely different from the object's original purpose. In each episode, two groups of four kids form teams that actually work under defined time pressures and information

limitations. They have to create, from the junk on an "Operation Junkyard" bus, working machines that spray water, float on water, catapult balls, scoop mud, lift objects or even fill pies. The engineering is diagrammed for the audience to track each team's progress, and the underlying concepts of the project are explained in everyday terms. After each machine is built, a rousing and sometimes hilarious competition is held to see which contraption succeeds in fulfilling its purpose.

**ENDURANCE** is an engrossing program that shows boys and girls succeeding at several different physical, intellectual and strategic challenges in order to win a fabulous travel prize. The audience will be exposed to historical information about great feats of endurance, from Houdini's escape artistry to Sir Edmund Hillary's ascent of Mount Everest. Each of the 12 competitive challenges is a metaphor for one of these feats of endurance. In addition, there are strategic challenges based on ten character traits that are important for success. Contestants must estimate probabilities and beat the odds. Overall, the competition balances luck or fate against personal effort so that the contestants learn to balance intellect with intuition in developing their winning strategy. Narration and interviews during each episode trace the emotional growth and insights of the contestants, with an emphasis on how the experience of protracted competition and teamwork teaches both social skills and life skills for achieving success with your goals.

**STRANGE DAYS AT BLAKE HOLSEY HIGH** focuses on a group of five young teens who are students at a very unusual boarding school. Strange phenomena happen at the school, and our kids are members of a science club that decides, with the help of their professor, to figure it all out. The initiator of many of their investigative processes is the newest student to the school, Josie Trent. In exploring the larger mystery of why the phenomena occur, our kids also deal with issues relating to their socio-emotional development. The educational goal of the program is to embed scientific content in a narrative story with strong socio-emotional messages. In each episode, one of the main characters models a learning process that relates to their social competence. Each episode also explores science content that relates to resolving an immediate problem or some aspect of the larger mystery. Specific objectives are to expose the audience to content about the physical sciences, such as black holes, worm holes, vortexes, gravity, electricity, satellite transmissions and radio frequencies. Through the characters' experiments, the audience is exposed to the scientific method, hypothesis testing and analysis of data. Other objectives are to model the development of group cohesion, teamwork, and social competence within the group and between the group and other significant people in their lives.

**SCOUT'S SAFARI** follows the development of 14-year-old Scout Lauer, whose divorced parents have to quickly move Scout from her father's home in New York City to her mother's home on a game reserve in South Africa. The overarching goal of the series is for our main character, Scout, to model a learning process for the audience that charts her socio-emotional growth as she adjusts to a completely new life in South Africa. By the end of each episode, Scout will have moved from one level of knowledge to a higher level of knowledge or insight. Specific objectives are to show how Scout makes a good transition into her blended family with a stepfather and new brother, makes new friends in a completely different system, understands different religious and cultural belief systems, and defines a place for herself where she feels secure and confident about her future. As the first children's show actually filmed on location in an African animal reserve, "Scout's Safari" will expose the audience to factually accurate content about threats to the natural environment and preserving animal species in their natural habitats.

**DISCOVERY KIDS ON NBC EDUCATIONAL OBJECTIVE FOR NEW SHOW, BEGINNING 9/13/03:**

**JEFF CORWIN UNLEASHED**

"Jeff Corwin Unleashed" has one overarching goal; to show the audience the importance of ecological balance and wildlife conservation. Every episode features the naturalist and environmentalist, Jeff Corwin, on his worldwide travels. Jeff is a no frills traveler, interested in documenting and sharing with the audience an abundance of information about animal habitats, zoology, species evolution and ecosystems. In each episode of this show, the viewers will see Jeff go deep into forests, swamps, deserts, mountains, and rivers to find unusual and rare animals from different countries. He always goes right to the original habitat, pointing out historical facts along the way, so our audience not only understands where the animals live, but why and how the animals exist in their particular ecosystem.

Children's Programming Commercial Limitations:

The following is a list of the amount of commercials allowed into KOMU-TV children's programming. The programs are formatted so that additional commercial time cannot fall into the programs deemed educational and informational.

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| Wild About Animals | 5:30 |
| Jack Hanna's Animal Adventures | 4:30 |
| Critter Gitters | 3:40 |

The NBC/Discovery Kids programs which are designated as educational and informational allow 1:00 of local advertising time. These programs are:

Prehistoric Planet
Croc Files
Operation Junkyard
Endurance
Strange Days at Blake Holsey High
Scout's Safari
Adventure Camp
Trading Spaces: Boys vs. Girls

CERTIFICATION

CHILDREN'S PROGRAMMING

This is to certify that KOMU-TV, as a standard practice, formats all of its children's programming for children 16 and under, or for children 12 and under, including programs provided through the network (NBC) and syndicated programs acquired by KOMU-TV, so that all such programming fully complies with the statutory limits of commercial content.

Date: 7/10/03 _____ _____

Programs designated for children 16 and under:

Prehistoric Planet
Croc Files
Operation Junkyard
Endurance
Strange Days at Blake Holsey High
Scout's Safari
Adventure Camp
Trading Spaces: Boys vs. Girls
Wild About Animals
Critter Gitters
Jack Hanna's Animal Adventures

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