"DISCOVERY KIDS ON NBC" EDUCATIONAL OBJECTIVES AS OF JULY –SEPTEMBER 30, 2004

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 reality-type programs demonstrate how skill and teamwork combine to accomplish a goal, and another reality program uses practical jokes as a means to teach animal facts. In these shows, the real-life example is instructional. **"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 challenges the teams face are metaphors for the real-life experiences of the target audience. **"Trading Spaces"** follows two teams of boys and girls as they redesign and decorate their friends' room to reflect their interests and hobbies. They learn construction planning, carpentry, and design principles as they concoct the bedroom of their friend's dreams. "**Skunked TV**" is set in an animal park where visitors are drawn into practical jokes while learning a lot about the care, habitat, and physiology of different animals.

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. **"Darcy's Wild Life"** follows the development of 15-year-old Darcy Fields whose mother, a famous movie actress, decides to move them from Malibu to rural Idaho to raise Darcy in a "normal" environment. What her mother considers normal is a culture shock for Darcy as she is forced to give up the posh life of a star to live on a farm. Darcy learns how to survive and thrive in a rural, "no frills" environment. She develops new relationships, learns to care for a variety of animals, and even gets a part-time job. **"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.

There are two animated programs on the schedule: "Kenny the Shark" and "Tutenstein." **"Kenny the Shark"** is about a tiger shark named Kenny who lives on land with a young girl named Kat. The show embeds shark facts in the story narrative, including references to his insatiable appetite. Every episode has a message, usually around the themes of cooperation, dealing with difficult people, exercising self-discipline, and decision-making. **"Tutenstein"** revolves around an ancient ten-year-old boy king, Tuten-Astennu, who was mummified 3000 years ago and resurrected when his tomb was relocated to an American museum. In each episode, Tut believes he is still the Pharaoh and ruler of the world, and he learns about getting along with others and controlling his egocentric impulses.

All shows were developed specifically with the pre-adolescent and young 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 that was presented in each program. The educational consultant worked with the creative team to match the content to the appropriate 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 each episode.

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.

ENDURANCE is an engrossing program that shows the target audience succeeding at several different physical, intellectual and strategic challenges in order to win a fabulous travel prize. Each of the 12 competitive challenges is a metaphor for the challenges our target audience will face in real life. 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.

SKUNKED TV is a program taped in a Florida animal park that catches unsuspecting visitors in a practical joke. While the park visitors are engaged in learning about the animal, the practical joke is being recorded by a hidden camera. At the start of each segment, the host or narrator provides the audience with background information about the featured animal. When the host's attention is turned to a park visitor, the visitor is asked to do something with the animal that demonstrates the animal fact. When the animal or situation turns out to be more than the visitor can handle, the practical joke is revealed and the visitor is informed of the hidden camera. At the end of each segment, the animal fact is reinforced.

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.

DARCY'S WILD LIFE follows the life of 15-year-old Darcy Fields, the pampered daughter of a top Hollywood movie-star who was plucked out of a life of limos, movie-premiers and world class restaurants to live a "no frills" life in rural Idaho. Darcy's initial resentment gives way to optimism as she makes new friends and becomes a part of the community. The educational goal of the program is for the main character, Darcy, to model the learning process in adjusting to a new environment that is the complete antithesis of her old life. Darcy comes to a deeper understanding of herself, the value of relationships, and the insignificance of material things. This occurs as she adjusts to her new surroundings and a new group of friends who have totally different perspectives on life. Specific objectives are to show Darcy, with her Hollywood mentality, navigating her way through life on a farm and relating to people who have a different outlook on life. The viewer will also learn about the care and treatment of a variety of animals that live on farms or in the wild.

KENNY THE SHARK is an eight foot tall shark who lives on land with his owner, ten-year-old Kat. Much of the adventure and humor in this show emerges from the problems that accompany managing the life of a shark trying to live in the incongruous world of human beings. Kenny is literally a big predator "fish out of water." The educational goal of this show is to provide the audience with an introductory knowledge of shark behavior and biology. Also each story has an educational theme based on a dilemma facing Kat or Kenny when they have to make decisions, solve problems, or act responsibly to correct something Kenny did wrong. Their resolution of the problem offers the educational message for each episode of the show.

TUTENTSTEIN is a resurrected ten-year-old boy mummy who thinks that he is still King Tuten-Astennu, Pharaoh and ruler of the world. Little does he understand that three millennia have passed and everything around him has changed. The show's educational content includes Egyptology and social-emotional messages. Egyptology is presented through the introduction of historically accurate depictions of myths, legends, demons and gods. In each story Tut and his sidekicks, Cleo and her cat, Luxor, have an adventure where the ancients are resurrected as allies or enemies in a conflict that takes place in modern times. Most of the socio-emotional lessons revolve around learning to plan, being less selfish, and considering the consequences of impulsive behavior. Cleo is usually the voice of reason for Tut, as she is the one who has to problem-solve their way out of each escapade they encounter.

"DISCOVERY KIDS ON NBC" EDUCATIONAL OBJECTIVES
for 3rd and 4th Quarter 2004

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The three 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. **"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. **"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. New for 4th quarter is **"Darcy's Wild Life."** This show follows the development of 15-year-old Darcy Fields whose mother, a famous movie actress, decides to move them from Malibu to rural Idaho to raise Darcy in a "normal" environment. What her mother considers normal is a culture shock for Darcy as she is forced to give up the posh life of a star to live on a farm. Darcy learns how to survive and thrive in a rural, "no frills" environment. She develops new relationships, learns to care for a variety of animals, and even gets a part-time job.

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3rd Quarter:

ENDURANCE is an engrossing program that shows the target audience succeeding at several different physical, intellectual and strategic challenges in order to win a fabulous travel prize. Each of the 12 competitive challenges is a metaphor for the challenges our target audience will face in real life. 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.

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"DISCOVERY KIDS ON NBC" EDUCATIONAL OBJECTIVES

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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.

KENNY THE SHARK is an eight foot tall shark who lives on land with his owner, ten-year-old Kat. Much of the adventure and humor in this show emerges from the problems that accompany managing the life of a shark trying to live in the incongruous world of human beings. Kenny is literally a big predator "fish out of water." The educational goal of this show is to provide the audience with an introductory knowledge of shark behavior and biology. Also each story has an educational theme based on a dilemma facing Kat or Kenny when they have to make decisions, solve problems, or act responsibly to correct something Kenny did wrong. Their resolution of the problem offers the educational message for each episode of the show.

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"DISCOVERY KIDS ON NBC" EDUCATIONAL OBJECTIVES

4th Quarter:

DARCY'S WILD LIFE follows the life of 15-year-old Darcy Fields, the pampered daughter of a top Hollywood movie-star who was plucked out of a life of limos, movie-premiers and world class restaurants to live a "no frills" life in rural Idaho. Darcy's initial resentment gives way to optimism as she makes new friends and becomes a part of the community. The educational goal of the program is for the main character, Darcy, to model the learning process in adjusting to a new environment that is the complete antithesis of her old life. Darcy comes to a deeper understanding of herself, the value of relationships, and the insignificance of material things. This occurs as she adjusts to her new surroundings and a new group of friends who have totally different perspectives on life. Specific objectives are to show Darcy, with her Hollywood mentality, navigating her way through life on a farm and relating to people who have a different outlook on life. The viewer will also learn about the care and treatment of a variety of animals that live on farms or in the wild.

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.

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:

Kenny the Shark
Tutenstein
Trading Spaces: Boys vs. Girls
Endurance
Strange Days at Blake Holsey High
Scout's Safari
Skunked TV

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: 10/1/04 _____ _____

Programs designated for children 16 and under:

Kenny the Shark
Tutenstein
Trading Spaces: Boys vs. Girls
Endurance
Strange Days at Blake Holsey High
Scout's Safari
Skunked TV
Wild About Animals
Critter Gitters
Jack Hanna's Animal Adventures

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