

2nd QUARTER 2016 EDUCATIONAL OBJECTIVES

[AGE TARGET 2-5]

April 2, 2016 – June 25, 2016

In compliance with the Children’s Television Act regulations that became effective January 2, 1997, the **NBC Kids** programming block features an on-air icon (E/I) indicating that each program is “educational and informational” for children. **This icon is displayed throughout each program**

The **NBC Kids** programming block also meets the requirements for video-described content, as established by the Twenty-first Century Communications and Video Accessibility Act, effective October 8, 2010. Full-power affiliates of NBC that are located in the 25 television markets with the largest number of television households must provide video-described content at any time they are providing children’s programming. Each episode of content can be aired no more than twice in the calendar year.

Each of the programs listed below, which make up the three-hour **NBC Kids** programming block, is specifically designed to serve the early educational and informational needs of children ages 2-5. All of the programs have educational objectives and messages that are core to the content and appropriate for the program genre.

From **April 2, 2016 – June 25, 2016**, **NBC Kids** aired three shows returning from the 1st Quarter 2016, **Floogals**, **Nina’s World**, and **Ruff-Ruff, Tweet and Dave**. Two shows, **The Chica Show** and **Noodle and Doodle**, were added back into the line-up, replacing **Clangers** and **Lazy Town**.

Floogals is an animated show starring three space aliens--Fleeker, Flo and Boomer-- who have been sent to earth to explore, investigate, discover, and report their findings to their superiors at Floogal headquarters. The diminutive Floogals are no taller than a large safety pin and their visual perspective is literally the point of view of the show. With the multiple challenges of their size and ignorance of all things Hooman (that’s Floogal-speak for human); the Floogals have a lot of work on their hands. They are engaged in the dual processes of discovery and problem-solving, as nothing on earth is familiar to them. Much like young children, they begin by encountering something new and then go through a comedic multi-step process of watching, listening, touching, and note-taking until they’ve figured out what and how their new discovery fits into the Hooman universe.

Nina’s World is an animated show based on a six-year-old Latina living in San Antonio, Texas with her parents, who own the local bakery, and her Abuela (grandmother). Her Tio (uncle) Javier lives nearby and there are lots of children and adults from several different cultures in the apartment complex and neighborhood where she lives. Nina’s best friend is Star, a stuffed starfish pillow character brought to life by Nina’s imagination. Each episode features Nina taking on a challenge, solving a problem, or finding a way to help others. She is very confident about her abilities, which sometimes gets her into trouble. However, with encouragement and chiding from Abuela, Nina learns about how to plan her “work,” take responsibility for her actions, and correct her mistakes.

Ruff-Ruff, Tweet and Dave (RRTD) is an animated show that puts an emphasis on logical thinking and use of language through fun problem-solving adventures. The trio, **RRTD**, is guided by Hatty, an erudite hamster who wears a hat full of questions. The three characters agree that they would like to take a

particular adventure and rev up their Roly-pods, enter the Spin-Again transport vehicle, and arrive at their destination. Once there, Hatty challenges them to make decisions and choose options that will lead to success or failure with their quest. Once their mission is complete, they review their effort, assemble the Roly-Pods and head home. Their adventures are varied. They might go climb a mountain, design their own fairy tale, or build a sand castle.

Astroblast, based on the book series by author and illustrator Bob Kolar, is set on a space station in an unknown solar system. Five animal characters and one three-eyed octopus of unknown derivation populate the station. Each episode begins with an everyday conversation or incident that grows into a predicament needing a solution. While these predicaments take place in a fantasy environment, the issues and resolutions resonate for a preschool audience. Through comedy and zippy action, our target audience sees how the characters learn lessons for practical living such as how to keep track of things that belong to you, practice good habits, clean up when you've made a mess, rebound from a failure or an embarrassing incident, or resist the urge to blame others for your mistakes.

The Chica Show features a five-year-old "baby" chick that spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit, and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure—a fantasy transformation to animation—where Bunji and Stitches come alive and join Chica and Kelly for the problem-solving process. The core educational content is primarily socio-emotional development as Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills.

Noodle and Doodle, an instructional series, features creative expression through art and cooking projects around a specific theme. Host, Sean, drives around in a double-decker bus fully equipped with art supplies and a kitchen, ready for any assignment. The projects encourage parent engagement and often feature families working together to make something to display within the child's home. Sean's sidekick, Doggity, is an ever-faithful beagle who transforms into an animated character during interstitial trips to a parallel universe, set in a kitchen full of prank-playing animated characters. The art projects typically promote utilizing recycled materials in order to demonstrate that creativity can transform something intended for one purpose into something that achieves a completely different goal.