

DOCKET FILE COPY ORIGINAL

LAW OFFICES  
BROWN NIETERT & KAUFMAN, CHARTERED  
SUITE 660  
1920 N STREET, N.W.  
WASHINGTON, D.C. 20036

TEL (202) 887-0600  
FAX (202) 457-0126

RECEIVED

MAR 29 1993

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

March 29, 1993

RECEIVED

MAR 29 1993

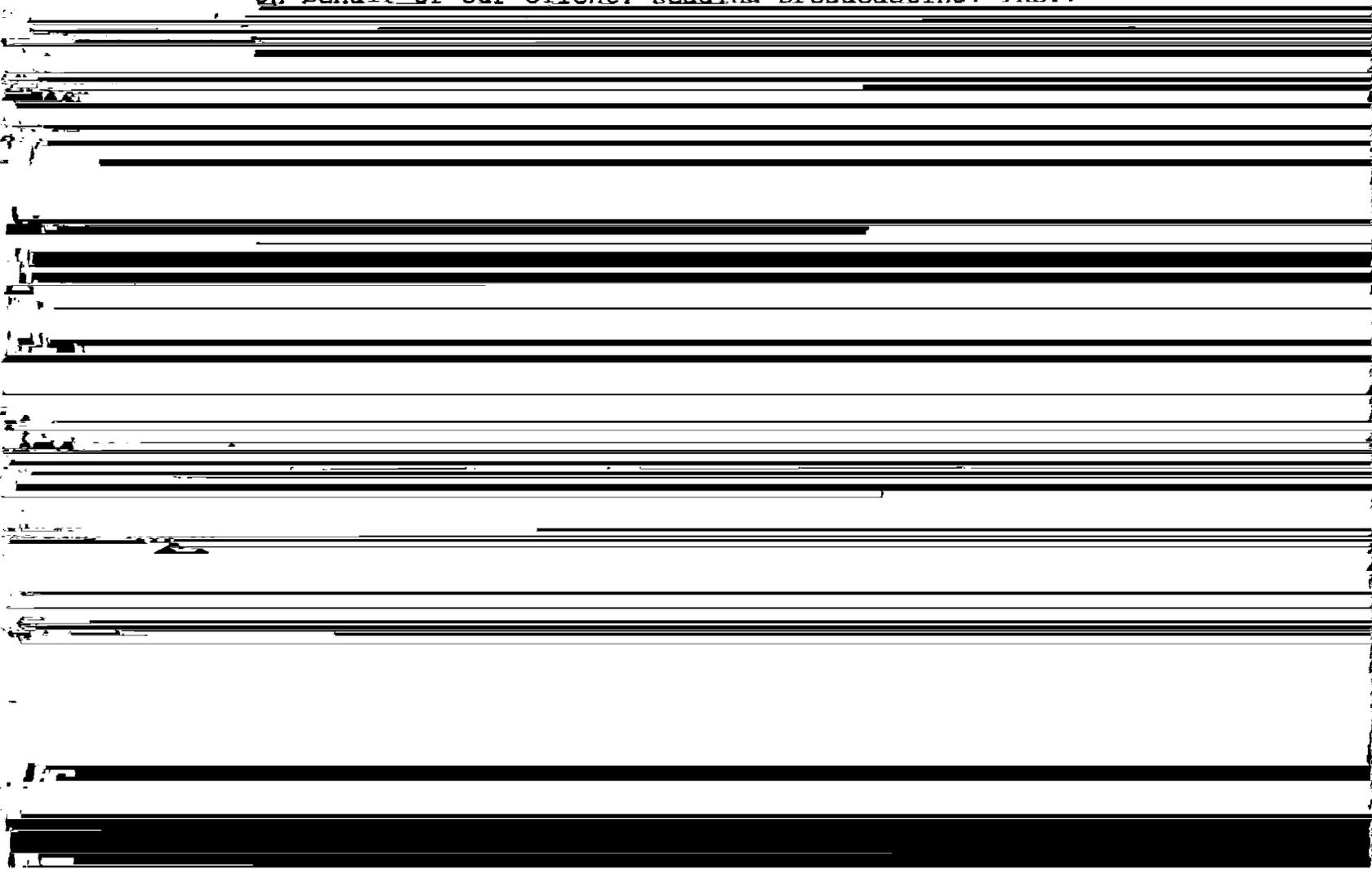
FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Ms. Donna R. Searcy, Secretary  
Federal Communications Commission  
1919 M Street, N.W., Room 222  
Washington, D.C. 20554

Re: MM Docket No. 93-8

Dear Ms. Searcy:

On behalf of our client, Reading Broadcasting, Inc..



RECEIVED

MAR 29 1993

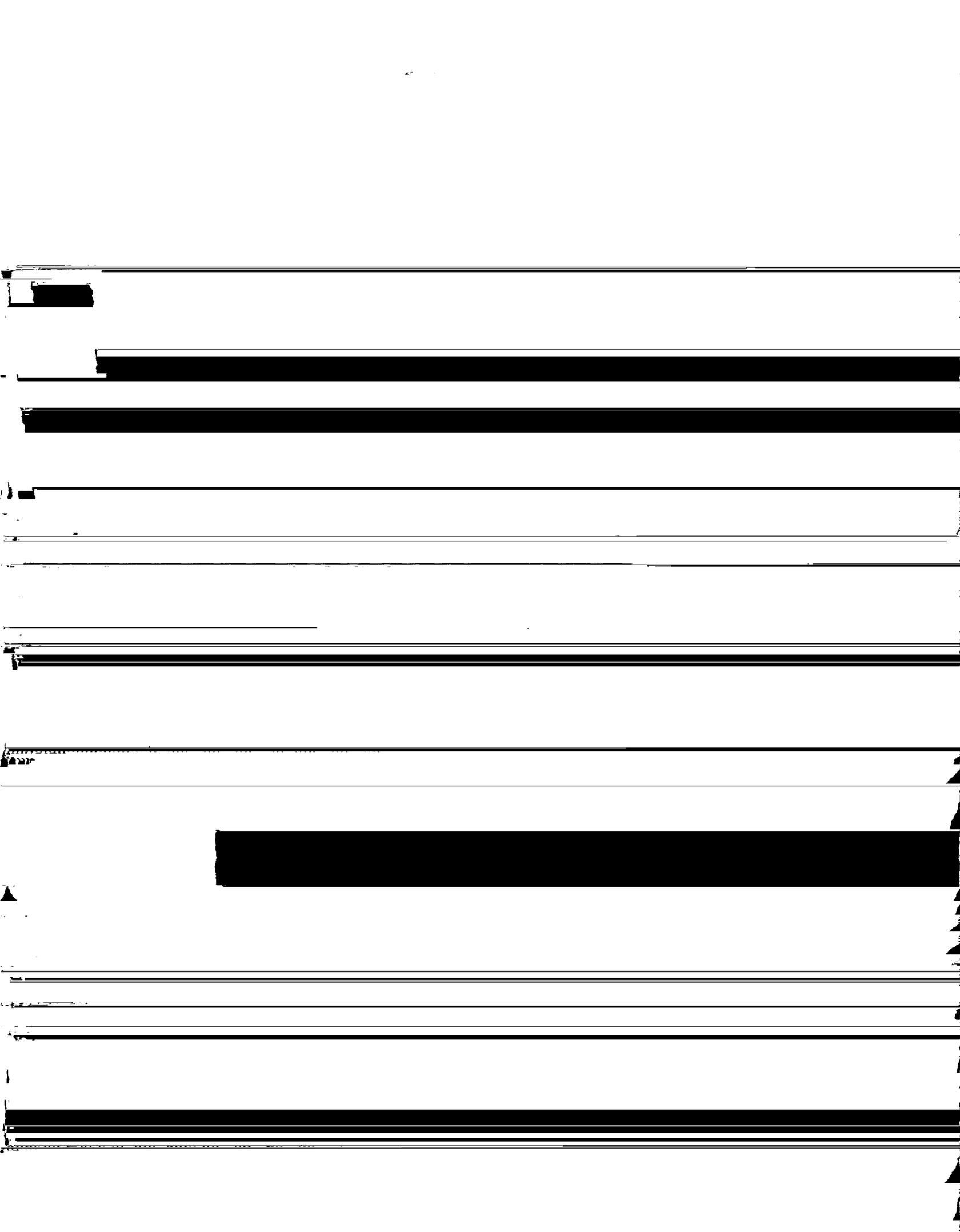
FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

DOCKET FILE COPY ORIGINAL

93-8

**WTVE-TV 51**  
Reading, Pennsylvania

**STATION HISTORY AND MARKET OVERVIEW**



## INTRODUCTION

WTVE-TV 51 is licensed to the city of Reading, (pop. 78,380, 1990 Census). Located 55 miles Northwest of Philadelphia, the station reaches approximately 420,000 television households over a four county region in central Southeastern Pennsylvania:

County	Television Households
Berks.....	131,000 TVHH
Lancaster.....	156,000 TVHH
Lebanon.....	43,200 TVHH
Lehigh.....	116,000 TVHH
Total.....	446,200 TVHH

Source: Television & Cable Factbook, 1993

For population statistics and demographic breakdowns within WTVE's coverage area, please see **Table I**.

## CURRENT ECONOMIC CLIMATE

The city of Reading was surveyed eight times since the onset of the recession (which officially began in 1990) as an economic indicator of the Northeastern U.S.

Slow growth is being observed as the area rebounds, marked by a modest upturn in consumer activity in the Fourth Quarter of 1992. Concurrently, local unemployment rates continue to drop. Filings decreased 2.2 per cent in Berks County in 1992, down from a high of just under 7 per cent in the early two years ago.

The region has overcome difficult economic times because of a diverse manufacturing base that produces everything from candy to women's underwear to specialty steels to chemicals.

Tourism is also a major industry. Officially known as "Outlet Capital of the World", Reading welcomed ten million visitors in 1992. This represented a billion dollars spent at the local retail attractions and local service suppliers.

## MARKET OVERVIEW

Reading is situated within an easy drive of Washington D.C., Baltimore, Philadelphia and New York. Its centralized location creates a unique situation in terms of competing over-the-air television signals.

Signals from no less than three A.D.I.'s can be received by area residents (depending on elevation and weather conditions), representing a potential total of 26 television stations beaming from three A.D.I.'s: Philadelphia (#4 A.D.I.), Harrisburg-Lebanon-Lancaster-York (#44 A.D.I.) and New York (#1 A.D.I.). For a complete list of broadcast stations serving the area, please see **Table II**.

Similarly, the area is served by a large number of radio stations (**Table III**) and newspapers (**Table IV**) from neighboring markets.

#### A.D.I. RANKING

WTVE is assigned to the Philadelphia Area of Dominant Influence. Due to limitations of its signal reach, though, the station does not adequately cover the A.D.I.

This shortcoming will soon be rectified, however. For more information on WTVE's plans to move its tower and upgrade its transmission facility, please see "Tower Site Relocation".

Expanding its coverage area with a more powerful signal will also allow the station to reach a larger number of cable headends within a 50 mile radius (**Table V**).

#### STATION HISTORY

WTVE-TV 51 commenced broadcast operations in May of 1980. The station signed on as a conventional independent UHF television station with typical syndicated programming fare and two half-hours of local news a day. At the time, WTVE was carried on 31 cable systems.

Due to a soft economy, advertising revenues fell short of projections. The station was forced to diminish its programming schedule and cut back its news efforts.

In January of 1984, WTVE became affiliated with Select TV, a pay-per-view movie service out of Los Angeles, California. This relationship continued until June, 1986, when station management contracted with the Home Shopping Network out of Clearwater, Florida to become a network affiliate on a 24 hour-per-day, seven day-a-week basis.

Shortly thereafter, three of the station's creditors filed to place the Company in bankruptcy under Chapter 11.

In May of 1989, Partel, Inc., a broadcast management and consulting firm, was retained to

Of course WTVE, an Equal Opportunity Employer, looks forward to the day when it can increase its staff size through expanded operations to the Philadelphia market, with plans for possibly adding a multi-national newscast to its mix of HSN, public affairs and children's programming.

#### TOWER SITE RELOCATION

The station's survival not only depends on its ability to operate profitably coming out of bankruptcy, but relocating its tower and transmission facilities to a site more central to the Philadelphia market.

Historically, the station's major drawback has been its inability to adequately cover its assigned Area of Dominant Influence (Arbitron, Inc. lists WTVE as a part of the Philadelphia A.D.I., the fourth-largest television market in the country).

Moving the station's tower site and increasing signal-strength to a full 5000 kW will increase its coverage area from 3,400 square miles to 8,390 square miles. This represents an increase in potential viewership from 420,000 television households to 2.7 million TVHH.

WTVE has already received an extension on its Construction Permit from the Federal Communications Commission to relocate its tower and transmission facilities to a site on Long

## CONCLUSION

On February 11, 1993, WTVE's final settlement was approved by the Bankruptcy Court. The entire reorganization process has **demanded years worth of time and cooperation from every member of the station's scaled-back staff.**

**WTVE acknowledges the Affiliation Agreement with Home Shopping Network as its sole reason for remaining on the air.** In addition, the relationship has allowed the station to move forward with plans to relocate its tower and transmission facilities to become more competitive in the Philadelphia marketplace.

Finally, a word about Home Shopping Network as a programming source. It is Management's contention, based on years of observation, that the Network represents a viable alternative to other kinds of programming found on television today.

Though it doesn't offer traditional viewing fare, HSN does promote a **positive, wholesome and rewarding experience** for those who choose to watch and participate. And the Network **contains no sex or violence, like some of the programming found on other networks, cable services and many "conventional" independents.**

Further, in this day and age (what with the cost of gas, rising crime rates in mall parking lots, and time constraints on double-income families), **shopping from the comfort of one's home is becoming less recreational, and more and more a necessity.**

**WTVE realizes, however, that Home Shopping stations program a specialty format, and that the need to broadcast in the public interest remains the most vital objective.** Having overcome staff reductions and demands on time and energy brought about by the reorganization, WTVE continually strives to maintain a high level of community awareness for public service and children's programming in both its broadcast and non-broadcast efforts.

## TABLES

TABLE I

POPULATION

	TOTAL POPULATION	MALE/ FEMALE	WHITE	BLACK	AMERICAN INDIAN	ASIAN	HISPANIC
BERKS	336,523	162,646/ 173,877	314,561	10,003	333	2,746	17,174
LEHIGH	291,130	139,940/ 151,190	271,674	6,776	320	3,601	15,001
LANCASTER	422,822	205,282/ 217,540	397,815	10,038	484	4,652	15,633
LEBANON	113,744	55,512/ 58,232	110,904	706	93	917	2,666

TABLE II

AGE

	TOTAL POPULATION 65 +	PERCENT OF POPULATION OVER 65	MEDIAN AGE
BERKS	52,526	15.6%	35.4
LEHIGH	44,065	15.4%	35.7
LANCASTER	55,969	13.1%	32.8
LEBANON	17,070	14.3%	35.2

TABLE III

EMPLOYMENT/INCOME

	TOTAL WORK FORCE	PERCENT OF POPULATION EMPLOYED	MALE/ FEMALE	MEDIAN INCOME	PERCENT OF POPULATION OF WOMEN IN WORK FORCE
BERKS	266,271	65.4	126,276/ 139,995	\$32,048.00	56.2%
LEHIGH	232,076	65.3	109,293/ 122,833	\$32,455.00	56.3%
LANCASTER	321,751	69.1	153,415/ 168,336	\$33,255.00	58.8%
LEBANON	89,179	66.5	42,866/ 46,813	\$29,469.00	59.0%

Source: 1990 Census Bureau

TABLE IV

Primary Television stations serving the market:

---Philadelphia---

- [3] KYW (Philadelphia;NBC)
- [6] WPVI (Philadelphia;ABC)
- [10] WCAU (Philadelphia;CBS)
- [12] WHYY (Philadelphia;PBS)
- [17] WPHL (Philadelphia;IND.)
- [29] WTXF (Philadelphia;FOX)

---Harrisburg---

- [21] WHP (CBS)
- [27] WHTM (ABC)
- [33] WITF (PBS)

---Allentown/Bethlehem---

- [39] WLVT (PBS)
- [69] WFMZ (IND.)

---Lancaster---

- [8] WGAL (NBC)

---Lancaster/Lebanon---

- [15] WLYH (CBS)

---York---

- [43] WPMT (FOX)

Distant signals received in the northern fringe of the coverage area, depending on elevation and weather conditions.

---New York---

- [2] WCBS (CBS)
- [4] WNBS (NBC)
- [5] WNYW (FOX)
- [7] WABC (ABC)
- [9] WWOR (IND.)
- [11] WPIX (IND.)

---Scranton/Wilkes-Barre---

- [16] WNEP (ABC)
- [22] WYOU (CBS)
- [28] WBRE (NBC)
- [38] WOLF (FOX)
- [44] WVIA (PBS)

Source: Television & Cable Factbook, 1993

TABLE V

PRIMARY RADIO STATIONS SERVING THE MARKET

<u>READING</u>		<u>LEBANON</u>	
WEEU-AM	TALK	WADV-AM	GOSPEL
WRaw-AM	MOR	WAHT-FM	NEWS, TALK
WRFY-FM	CHR	WCBR-FM	ADULT CONTEMP.
WXAC-FM	COLLEGE	WUFM-FM	SOFT ROCK

<u>EPHRATA</u>		<u>LANCASTER</u>	
WGSA-FM	CHR	WJTZ-FM	CHR
WIOV-FM	COUNTRY	WLAN-AM	OLDIES
		WLAN-FM	TOP-40
		WLCH-FM	HISPANIC 2
		WLPA-AM	NEWS
		WNCE-FM	EASY LISTEN.

Radio stations from nearby markets include:

PHILADELPHIA

AM-8  
FM-10

ALLENTOWN-BETHLEHEM-EASTON

AM-6  
FM-5

HARRISBURG-CARLISE-YORK

AM-8  
FM-12

Source: Broadcasting & Cable Market Place 1992

TABLE VI

PRIMARY NEWSPAPERS SERVING THE MARKET

<u>READING EAGLE</u>	Daily	30,245
	Sunday	113,100
<u>READING TIMES</u>	Daily	45,639
	Sunday	72,640

Newspapers from nearby markets include:

<u>PHILADELPHIA INQUIRER</u>	Pottstown
<u>THE PATRIOT NEWS</u>	Harrisburg
<u>THE MORNING CALL</u>	Allentown

Source: Gale Directory of Publications and Broadcast Media, Volume 2 1993

**TABLE VII**  
**AREA CABLE SYSTEMS**

The following cable companies are within a fifty mile radius of  
WTVE-TV51.

<u>CITY/TOWN</u>	<u>CABLE SYSTEM</u>	<u>NUMBER OF SUBSCRIBERS</u>
Montgomery	Adelphia Cable	12,796
Mount Wolf	TCI	2,686
Narvon	SRW Cablevision	601
Lewistown	Bloomfield Cablevision	N/A
York Haven	Blue Ridge TV Cable	3,562
Walnut Bottom	Kuhn Communications	128
Reedsville	Warner Cable of Newport	1,230
Bucks	Suburban Cable	30
Norristown	Cablevision of Pennsylvania, Inc.	16,288
Northampton	Twin County Cable TV	55,000
Orrstown	Kuhn Communications Cable	480
Oxford	Armstrong Utilities, Inc.	4,879
Palmertown	Blue Ridge Cable TV, Inc.	22,000
Philadelphia	Greater Phila. Cablevision, Inc.	67,808
Philadelphia	Wade Cablevision	60,000
Philadelphia	Comcost Cablevision of Phila.	152,000
Phila. Naval Base	Suburban Cable TV	794
Port Royal	Nittany Media, Inc.	N/A
Pottstown	Suburban Cable	39,000
Pottsville	Warner Cable of Pottsville	15,312
Pottsville	Wire Tele-Corp, Inc.	1,625
Primrose	J.B. Cable	535

<u>CITY/TOWN</u>	<u>CABLE SYSTEMS</u>	<u>NUMBER OF SUBSCRIBERS</u>
Radnor	Adelphia Cable Comm.	6,449
Reading	Berks Cable	63,000
Red Lion	TCI of Pennsylvania, Inc.	5,272
Reedsville	Warner Cable of Reedsville	2,070
Mount Pleasant Mills	R.J. Shelley CATV	530
Sellerville	Suburban Cable TV	26,965
Shippensburg	Warner Cable of Chambersburg	4,547
Shirley	TCI of Pennsylvania, Inc.	2,868
Silver Spring	Flight Systems Cablevision	1,300
Stewartstown	Pennsylvania Classic Cable	294
Sunbury	Service Electric Cable TV, Inc.	32,000
Tremont	Wire Tele-View Corp	860
Upper Darby	Suburban Cable TV	34,938
Wallingford	Suburban Cable TV	39,049
Walnut	Penn CATV of Walnut	31
Wayneboro	TV Cable of Waynesboro	8,500
Williamsport	Citizens Cable Co., Inc.	24,862
Willow Grove	Comcast Cablevision	148,039
York	Cable TV Co. of York	49,000
Delta	Airview CATV, Inc.	1,533
Dillsburg	G.S. Communications, Inc.	2,962
Doyleburg	Valley Cable Systems	62
Duncannon	Blue Ridge CATV	2,507
East Goshen	Hershey's Mill Cable TV, Inc.	1,130
East Hanover	Tele-Media Co. of Michipenn	1,464
East Prospect	Cable TV of York	2,150
East Waterford	Valley Cable Systems	96

<u>CITY/TOWN</u>	<u>CABLE SYSTEM</u>	<u>NUMBER OF SUBSCRIBERS</u>
Emmaus	Sammons Comm. of Pa, Inc.	8,644
Ephrata	Blue Ridge CATV, Inc.	24,000
Adams County	Pennsylvania Classic Cable	7,859
Allentown	Service Electric Cable TV, Inc.	82,000
Belleville	Bellville Area CATV System	463
Bensalem	Oxford Valley Cablevision, Inc.	37,640
Birdsboro	Service Electric Cable TV, Inc.	11,500
Blairs Mills	Valley Cable Systems	32
Bonneauville	Pennsylvania Classic Cable	2,815
Brockton	Schuylkill Valley Trans Video	1,500
Carlise	TV Cable of Carlise	14,091
Carlise Barricks	Americable International	256
Chambersburg	Warner Cable of Chambersburg	14,000
Chester	Suburban Cable TV	43,262
Danville	Danville CATV	16,000
Fannettsburg	Valley Cable Systems	179
Fannettsburg	Fannettsburg Cable TV Co.	325
Fleetwood	Sammons Comm. of Pa, Inc.	2,727
Fort Loudon	TV Cable of Waynesboro	1,187
Gettysburg	TCI of Pennsylvania Inc.	3,500
Glen Rock	G.S. Communications Inc.	5,260
Granville	Nittany Media, Inc.	N/A
GreenCastle	Cumberland Valley Cable TV	26
Hamburg	Hamburg TV Cable/ATC Reading Div.	5,500
Hanover	Hanover Cable TV, Inc.	13,233
Harrisburg	Sammons Communications	85,532
Herndon	Pike's Peak TV Association	250

<u>CITY/TOWN</u>	<u>CABLE SYSTEM</u>	<u>NUMBER OF SUBSCRIBERS</u>
Hershey	CMA Cablevision	16,708
Ikesburg	Valley Cable Systems	112
Kennet Square	Herron Cablevision	7
King of Prussia	Suburban Cable	12,235
Kutztown	Keystone Cable TV, Inc.	5,710
Lancaster	Suburban Cable TV	71,800
Lebanon	Lebanon Valley Cable TV	32,021
Marietta	Warner Cable of Marieta	11,915
Millersburg	Millersburg TV Co.	4,186
Mifflinburg	Tele-Media co.	2,790

Systems with headends within a 50 mile radius.....86  
Potential subscribers.....1,457,793

Source: Television & Cable Factbook Cable Systems, 1993

TABLE VIII

AWARDS AND CERTIFICATIONS OF MERIT

WTVE has received the following awards during its years of operation.

AWARDS

- \*Pennsylvania Assoc. of Broadcasters "Golden Keystone of Excellence Award", Best Public Service Campaign, Humane Society
- \*Pennsylvania Assoc. of Broadcasters "Golden Keystone of Excellence Award", Best Commercial, Lancaster General Hospital
- \*Pennsylvania Assoc. of Broadcasters "Golden Keystone of Excellence Award", Best Public Service Campaign, Vietnam Memorial
- \*Pennsylvania Assoc. of Broadcasters "Golden Keystone of Excellence Award", Best Public Service Campaign, Working for A Better Reading
- \*Pennsylvania Assoc. of Broadcasters "Golden Keystone of Excellence Award", Best Public Service Campaign, Keystone Safety Belt Network
- \*Pennsylvania Assoc. of Broadcasters "Golden Keystone of Excellence Award", Best Public Service Campaign, Reading Public Museum

CERTIFICATES OF MERIT

WTVE has received the following certificates of merit over the years:

- \*Foundation for Exceptional Children
- \*Pennsylvania Easter Seal society
- \*Pennsylvania Job Corps
- \*WalkAmerica
- \*Berks County Vietnam Memorial Commission
- \*Epilepsy Foundation of America
- \*Switchback Gravity Railroad Foundation

## COMPARATIVE ANALYSIS FOR CHILDREN'S PROGRAMMING

The following children's programming aired on other broadcast stations and cable systems in the market during the week of March 13, 1993 to March 19, 1993.

### SATURDAY 3/13/93

NIK	Kid's Court	06:00A-06:30A
DIS	Dumbo's Circus	06:30A-07:00A
12	Barney & Friends Live Marathon	07:00A-11:30A
33	Sesame Street	07:00A-08:00A
DIS	Pooh Corner	07:00A-07:30A
NIK	Eureeka's Castle	07:00A-07:30A
6	Captain Noah and His Magical Arc	07:30A-08:00A
15	News for Kids	07:30A-08:00A
33	Mister Rogers	08:30A-09:00A
DIS	Wonderland	10:00A-10:30A
DSC	Mac & Mutley	10:00A-10:30A
6	Land of the Lost	11:00A-11:30A
NIK	You Can't Do That On Television	11:00A-12:00P
10	Sea Monkeys	12:00P-12:30P
NIK	Beyond Belief	01:30P-02:00P
NIK	Molly's Pilgrim	02:30P-03:00P
NIK	Mile from Here to Glory	03:00P-04:00P
NIK	You Can't Do That on Television	03:30P-04:30P
DSC	Mac & Mutley	07:00P-07:30P

SUNDAY 3/14/93

NIK	Kid's Court	06:00A-06:30A
USA	Calliope	06:00A-06:30A
15	Beakman's World	06:30A-07:00A
DIS	Dumbo's Circus	06:30A-07:00A
12	Barney & Friends	06:45A-10:15A
3	Beakman's World	07:00A-07:30A
33	Sesame Street	07:00A-08:00A
DIS	Pooh Corner	07:00A-07:30A
NIK	Eureeka's Castle	07:00A-07:30A
33	Barney & Friends	08:00A-08:30A
39	Barney & Friends	08:00A-08:30A
33	Shining Time Station	08:30A-09:00A
39	Sesame Street	08:30A-09:30A
17	What's Up Network	09:00A-09:30A
33	Sesame Street	09:00A-10:00A
39	Sesame Street	10:00A-11:00A
39	Shining Time Station	11:00A-12:00P
DIS	Aesop's Fables	11:25A-12:05P
DIS	Kids Incorporated	12:00P-12:30P
DIS	Sand Fairy	12:30P-01:00P
NIK	Wild Side Show	01:00P-01:30P
NIK	You Can't Do That On Television	04:00P-04:30P
DIS	Out Of Control	04:30P-05:00P
NIK	Wild Side Show	05:00P-05:30P

MONDAY 3/15/93

DIS	Mousercise	06:00A-06:30A
17	Camp Candy	06:30A-07:00A
DIS	Music Box	06:30A-07:00A
33	Sesame Street	07:00A-08:00A
SHOW	Owl/TV	07:00A-07:30A
12	Barney & Friends	07:25A-07:55A
39	Sesame Street	07:30A-08:30A
DIS	Wonderland	07:30A-08:00A
12	Lamb Chop's Play Along	07:55A-08:25A
33	Barney & Friends	08:00A-08:30A
12	Barney & Friends	08:25A-08:55A
33	Shining Time Station	08:30A-09:00A
39	Barney & Friends	08:30A-09:00A
DIS	Pooh Corner	08:30A-09:00A
12	Sesame Street	08:55A-09:55A

MONDAY 3/15/93 CONT.

33	Square One Television	04:00P-05:00P
39	Sesame Street	04:00P-05:00P
33	Carmen Sandiego	04:30P-05:00P
12	Carmen Sandiego	04:55P-05:25P
39	Carmen Sandiego	05:00P-05:30P
DIS	Kids Incorporated	05:00P-05:30P
NIK	Hey Dude	05:00P-05:30P
39	Square One Television	05:30P-06:00P
NIK	Wild & Crazy Kids	06:30P-07:00P
33	Sesame Street	06:55P-07:55P
12	Barney & Friends	07:00P-07:30P

TUESDAY 3/16/93

DIS	Mousercise	06:00A-06:30A
17	Camp Candy	06:30A-07:00A
DIS	Music Box	06:30A-07:30A
33	Sesame Street	07:00A-08:00A
SHOW	Owl/TV	07:00A-08:00A
12	Barney & Friends	07:25A-07:55A
39	Sesame Street	07:30A-08:30A
DIS	Wonderland	07:30A-08:00A
12	Lamb Chop's Play Along	07:55A-08:25A
33	Barney & Friends	08:20A-08:50A
12	Barney & Friends	08:25A-08:55A
39	Barney & Friends	08:30A-09:00A
DIS	Pooh Corner	08:30A-09:00A
12	Sesame Street	08:55A-09:55A
33	Shining Time Station	08:55A-09:25A
33	Lamb Chop's Play Along	09:30A-10:00A
DIS	Dumbo's Circus	09:30A-10:00A
12	Mister Rogers	10:00A-10:30A
33	Reading Rainbow	10:00A-10:30A
33	Square One Television	10:30A-11:00A
12	Shining Time Station	10:35A-11:05A
NIK	Eureeka's Castle	11:00A-11:30A
DIS	Lunch Box	11:00A-12:00P
33	Sesame Street	12:00P-01:00P
NIK	Elephant Show	12:00P-12:30P
NIK	Lullabies	12:30P-01:00P
33	Barney & Friends	03:00P-03:30P
39	Mister Rogers	03:30P-04:00P

TUESDAY 3/16/93 CONT.

12	Sesame Street	03:50P-04:50P
39	Sesame Street	04:00P-05:00P
33	Carmen Sandiego	04:15P-04:45P
12	Carmen Sandiego	04:55P-05:25P
39	Carmen Sandiego	05:00P-05:30P
DIS	Kids Incorporated	05:00P-05:30P
NIK	Hey Dude	05:00P-05:30P
39	Square One Television	05:30P-06:00P
33	Sesame Street	06:55P-07:25P
12	Barney & Friends	07:00P-07:30P

WEDNESDAY 3/17/93

DIS	Mousercise	06:00A-06:30A
17	Camp Candy	06:30A-07:00A
DIS	Music Box	06:30A-07:00A
33	Sesame Street	07:00A-08:00A
SHOW	Owl/TV	07:00A-08:00A
12	Barney & Friends	07:25A-07:55A
39	Sesame Street	07:30A-08:30A
DIS	Wonderland	07:30A-08:00A
12	Lamb Chop's Play Along	07:55A-08:25A
33	Barney & Friends	08:00A-08:30A
12	Barney & Friends	08:25A-08:55A
39	Barney & Friends	08:30A-09:00A
DIS	Pooh Corner	08:30A-09:00A
12	Sesame Street	08:55A-09:55A
33	Lamb Chop's Play Along	09:00A-09:30A
33	Mister Rogers	09:30A-10:00A
39	Dumbo's Circus	09:30A-10:00A
12	Mister Rogers	10:00A-10:30A
33	Reading Rainbow	10:00A-10:30A
33	Square One Television	10:30A-11:00A
12	Shining Time Station	10:35A-11:05A
NIK	Eureeka's Castle	11:00A-11:30A
12	Reading Rainbow	11:10A-11:40A
DIS	Lunch Box	11:30A-12:00P
33	Sesame Street	12:00P-01:00P
NIK	Elephant Show	12:00P-12:30P
12	Ghostwriter	02:00P-02:30P
39	Reading Rainbow	02:30P-03:00P
33	Barney & Friends	03:00P-03:30P
33	Reading Rainbow	03:30P-04:00P
39	Mister Rogers	03:30P-04:00P
DIS	Wonderland	03:30P-04:00P
12	Sesame Street	03:45P-04:45P
33	Square One Television	04:00P-04:30P
39	Sesame Street	04:00P-05:00P
33	Carmen Sandiego	04:30P-05:00P