

The scheduling of programs has become part of the children's television debate. The argument is that stations are scheduling programs in the early morning hours when children are not awake. The data revealed that this is not the predominant trend in the scheduling practices of independent stations.

Of the 322 children's educational and informational programs broadcast per week, only ten programs (3.1%) were broadcast prior to 6 AM. In other words 96.9% of the programs were aired at 6 AM or later. Further analysis indicates that 70 programs (21%) were broadcast before 7 AM. Accordingly, approximately 80% of the programs broadcast by independent stations aired at 7 AM or later.

2. Educational Specials: Apart from regularly scheduled 30 minute programs, there have been significant increases in the number of educational specials appearing on independent television stations. These specials can be either 30 minutes or sometimes an hour in length.

During the first quarter of 1990, independent stations broadcast 19.5 hours of educational specials. The number of educational specials broadcast during the first quarter of 1994 tripled, amounting to 63.5 hours. (See Exhibit D.)

With respect to scheduling, all of the educational specials broadcast during the period were aired after 7 AM. Indeed, the most popular time periods for these specials were between the hours of 11 AM and 5 PM.

Importantly, a significant number of these specials were produced locally by the stations themselves. Some examples of educational specials produced and broadcast by independent television stations are:

"Family 2 Family"-- KTVU, Oakland
"Kidstuff Connection"-- WZTV, Nashville
"Focus 21: Smart Kids Safe Kids"-- WHNS, Greenville
"The Color Thing"-- WGNO, New Orleans
"Talk It Out" and "Lean on Me"-- WFXT, Boston
"Kids Wanna Know"-- KTXL, Sacramento
"Kids Land Specials"-- WUAB, Cleveland
"For Kids Only"-- WVAH, Hurricane, West Virginia
"39th Street"-- WDZL, Miami
"Kids Like You"-- WRGT, Dayton
"Flash Factory" and "Fit to be Kids"-- WBFS, Miami
"The Cosmic Challenge"-- WGN, Chicago
"A+ For Kids"-- WWOR, Secaucus, New Jersey

This list in no way exhausts the number of locally produced children's specials appearing on Independent television stations. It merely provides an illustrative list of the types of programming available to children in today's marketplace.

3. Short Segment Programs: The surveys reveal that independent stations are broadcasting literally thousands of educational and informational announcements and short segment programs. These educational vignettes are appearing during the morning and afternoon children's programming blocks during the week and in the mornings on the weekends.

These programs are usually in the form of a 10, 20, 30 or 60 second spot. The programs cover a variety of issues, from health and safety tips to kid's news briefs. Significantly, these programs appear during the most popular and highly rated children's

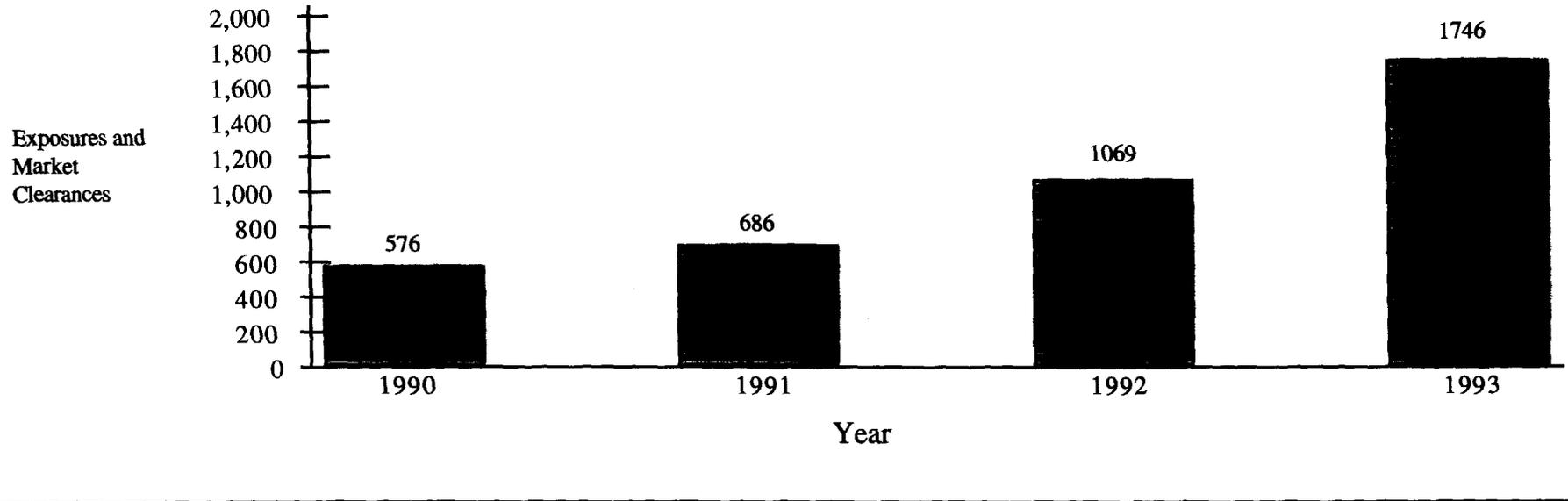
entertainment programs. As a result, these messages reach the vast majority of children watching television.

Every station responding to the survey reported broadcasting a significant amount of short segment programs. Overall, stations during this period averaged 6.7 hours of short segment programs during the first quarter of 1994.

Conclusion

There has been a significant increase in the amount and variety of children's educational and informational programming on independent stations. There has been a dramatic increase in regularly scheduled half-hour programs as well as educational specials for children. The marketplace is responding to the 1990 Children's Television Act.

Syndicated Children's Educational and Informational Programs



Captain Planet
 National Geo Special
 National Geogaphic Assignment
 Peppermint Place
 Quiz Kids Challenge
 WIDGET
 Young Peoples Specials
 Romper Room

Captain Planet
 Captain Planet (repeat)
 Kid's Club
 Not Just News
 Peppermint Place
 Romper Room
 Scratch
 Wide World Kids
 WIDGET
 Young People's Specials
 National Geographic

Beakman's World
 Captain Planet
 Children's Room
 Faerie tale Theatre
 National Geographic Special
 Not Just News
 Peppermint Place
 Real News Kids
 Romper Room
 Scratch
 Jacques Cousteau
 WIDGET
 Young Peoples Specials
 Zoo Life

Adventures in
 Wonderland
 Best of National
 Geographic
 Bill Nye Science Guy
 Captain Planet
 The Children's Room
 Energy Express
 Hallow Spencer
 Nick News
 Not Just News
 National Geographic
 New Adventures of
 Captain Planet
 Peppermint Place
 Real News for Kids
 Romper Room
 and Friends
 Scratch
 WIDGET
 What's Up Network
 Young Peoples
 Specials
 Jack Hannah's
 Animal Adventures

Syndicated Educational and Informational Children's Television Programs on Independent Stations (November Sweeps, 1990-1993)

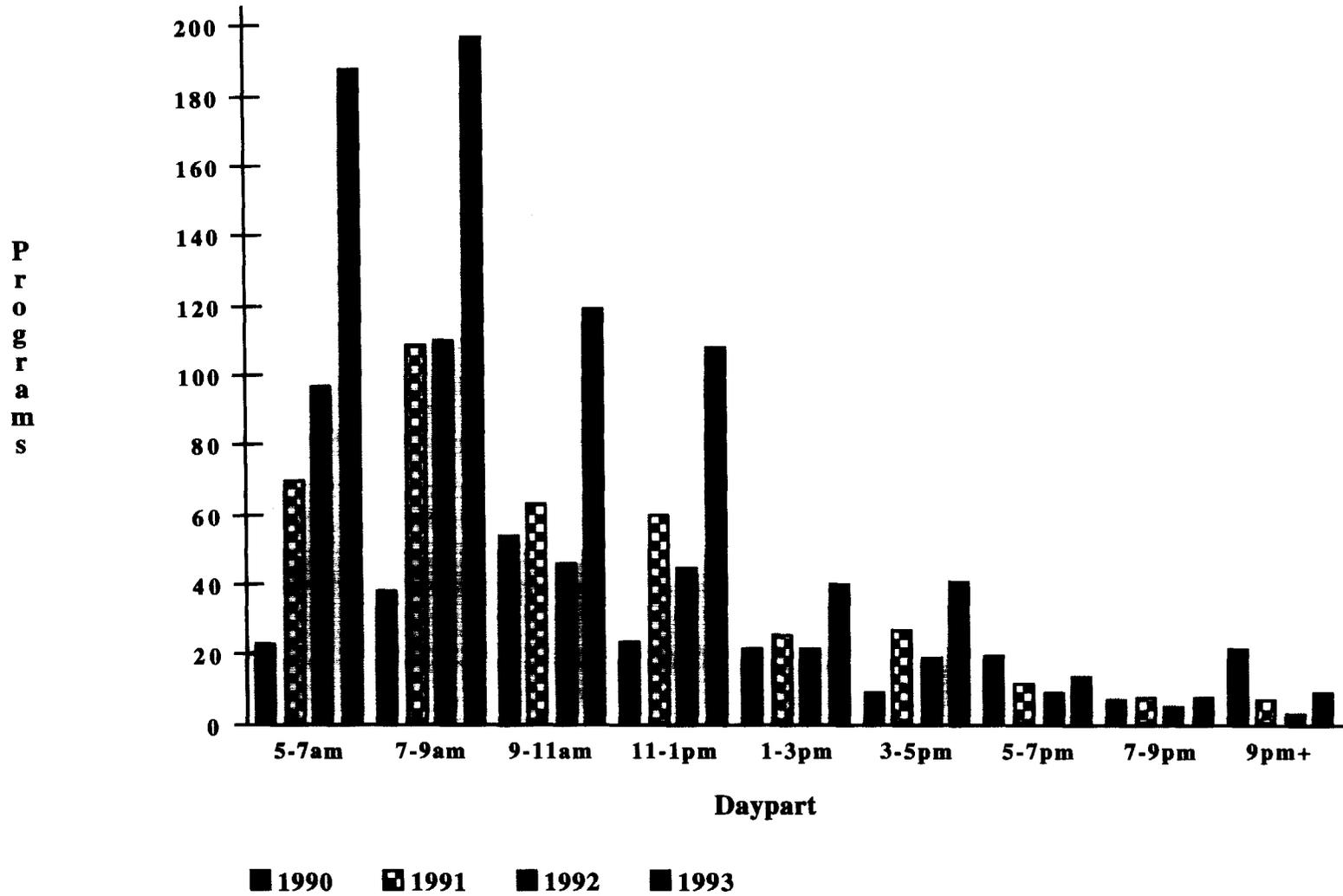


Exhibit C

**TIME DISTRIBUTION FOR
REGULARLY SCHEDULED HALF HOUR CHILDREN'S
EDUCATIONAL & INFORMATIONAL PROGRAMS
PER WEEK**

TIME	1st quarter 1990	1st quarter 1994
5-6AM	0	10
6-7AM	14	60
7-8AM	8	63
8-9AM	10	46
9-10AM	1	21
10-11AM	1	25
11AM-NOON	1	39
NOON-1PM	0	10
1-2PM	0	1
2-3PM	0	11
3-4PM	3	14
4-5PM	1	10
5-6PM	3	12
PROGRAMS PER WEEK:	42	322

Exhibit D

**CHILDREN'S EDUCATIONAL &
INFORMATIONAL SPECIALS
(PER QUARTER)**

TIME	1ST QUARTER 1990	1ST QUARTER 1994
5-7 AM	0	0
7-9 AM	2	9
9-11 AM	1	3
11 AM-1 PM	1.5	12
1-3 PM	6	12
3-5 PM	2	7.5
5-7 PM	1	7
7-9 PM	6	12
TOTAL	19.5 HOURS	63.5 HOURS