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FEDERAL COMMUNICATIONS COMMISSION
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Federal Communications Commission
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Washington, D.C. 20554

Commissioner Susan Ness
Federal Communications Commission
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Commissioner James H. Quello
Federal Communications Commission
1919 M Street, N.W., Suite 802
Washington, D.C. 20554

Commissioner Rachelle B. Chong
Federal Communications Commission
1919 M Street, N.W., Suite 844
Washington, D.C. 20554

Commissioner Andrew C. Barrett
Federal Communications Commission
1919 M Street, N.W., Suite 826
Washington, D.C. 20554

Re: **Ex Parte Presentation in MM Docket No. 93-48:
Policies and Rules Concerning Children's Television
Programming**

Dear Chairman Hundt and Commissioners Quello, Barrett, Ness and Chong:

Seizing on isolated anecdotal factoids, industry critics have engaged in far too much rhetoric -- much of it heated -- regarding the issue of children's television programming. Both within and outside the context of this proceeding, broadcasters have been vilified for allegedly not being responsive to the requirements of the Children's Television Act of 1990 (the "CTA" or the "Act"). See, e.g., Comments of Center for Media Education, et al. (Oct. 16, 1995); Comments of Dale Kunkel, Ph.D. (Oct. 16, 1995); Farhi, Paul, "Longest Running Show on TV," The Washington Post, Friday, Oct. 13, 1995, Sec. A, p. 1.

In his October 18, 1995 address before the Center for Media Education, Chairman Hundt exhorted broadcasters to provide "real facts, not rhetoric," to

Pursuant to Section 1.1206 of the Commission's Rules, two copies of this permitted *ex parte* presentation are being submitted to the Secretary for inclusion in the record of this proceeding.

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demonstrate that they are providing a satisfactory amount of programming responsive to the educational and informational needs of children, as mandated by the CTA.

In response to that exhortation and in order to ensure a complete factual record, Fox Broadcasting Company ("FBC") and its subsidiary the Fox Children's Network ("FCN," and, together with FBC, "Fox"), along with the Fox Affiliates Association ("Fox Affiliates"), have worked together to ascertain the amount and nature of educational and informational programming for children currently being broadcast by Fox affiliates nationwide. ^{1/} The resulting survey provides empirical data demonstrating both that television broadcasters have complied with the requirements of the CTA, and that the Act has effectively promoted the broadcast of *bona fide* educational and informational programming for children. In particular, for *each* participating affiliate, the survey provides the following information:

- the call letters and community of license;
- the number of its weekly hours of children's educational and informational programming both before passage of the CTA and during the current 1995-96 television season; and
- the titles of the children's educational and informational programs it currently broadcasts.

138 out of a total of 158 primary FCN affiliates, or over 87 percent, responded to the survey. ^{2/} Fox then carefully analyzed each response and

^{1/} FCN, which premiered in September 1990, operates under a unique network-affiliate relationship, whereby FBC affiliates share in the broadcast and residual licensing profits derived from the children's programs developed for and aired over FCN. FCN programs currently reach over 35 million children and teenagers each month. Source: Nielsen Media Research, Aug. 1995. FBC shouldered the start-up losses of FCN, which totaled nearly \$50 million.

^{2/} The number of stations included in the Fox survey is thus more than three times the number of stations surveyed in a highly-publicized study undertaken by

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eliminated any program which could conceivably give rise to even a specious argument that the material was insufficiently "educational and informational" in nature to qualify as *bona fide* children's programming under the CTA. 3/ Furthermore, no short-form programming was included in the tabulation of survey results. Even this extremely conservative methodology, which understates the actual amount of educational and informational children's programming, reveals that Fox affiliates -- which prior to passage of the CTA were airing virtually *no* educational and informational programming for children -- reacted responsibly to the spirit of the CTA and, as a result, now present, on average, 4 hours per week of such programming. 4/

Fox's experience constitutes compelling evidence that television broadcasters have *not* ignored the mandate of the CTA, as industry critics have

Dale Kunkel and Ursula Goette. See Comments of Dale Kunkel, Ph.D. (Oct. 16, 1995).

3/ Undoubtedly, many of the programs culled out by this extremely conservative evaluation process fall well within a reasonable definition of "educational and informational" programming as interpreted by the licensee's good faith discretion under the CTA and its legislative history. These programs have been eliminated from the Fox analysis solely in order to produce data that could not be "second-guessed" by industry detractors.

4/ The amount of educational and informational children's programming aired by FBC affiliates ranges between 3 and 8 hours per week. Approximately 30 percent of the affiliates responding present 4.5 or more hours of programming per week; and approximately 15 percent air 5 or more hours per week. Because all primary FCN affiliates carry the complete FCN schedule, even those affiliates that did not respond to (and are not included in) the survey air at least the three hours per week of educational and informational children's programming provided by the network.

The survey results are attached hereto as Attachment A, which also includes narrative descriptions of each of the programs ultimately included in the compilation. Also being submitted to the Secretary are two copies of a videotape containing excerpts from educational and informational children's programs telecast by FCN.

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charged. 5/ In fact, Fox's development of educational and informational children's programming in collaboration with its affiliates was a direct response to the Act. After passage of the CTA, Fox executives consulted with the Fox Affiliates Board of Governors to discuss the best and most responsible way to respond to the congressional mandate contained in the Act. In particular, Fox asked the Fox Affiliates whether they wished FBC to create educational and informational children's programming within the existing structure of the FCN, or whether the affiliates preferred to secure educational programming on their own from other sources. In response, the Fox Affiliates Board conducted a survey of all Fox Affiliates to ascertain the majority view. Thereafter, the Fox Affiliates, as a first step, asked FCN to create an educational children's program for inclusion in the existing Saturday morning FCN block. The result of that initiative was the highly acclaimed weekly series emphasizing geography, history and culture, "Where on Earth is Carmen San Diego?" Since its premiere, "Carmen San Diego" has become the number-1 rated children's educational series on broadcast television, and won the 1995 Emmy Award for "Outstanding Animated Children's Program." 6/

Following the launch of "Carmen San Diego," Fox and the Fox Affiliates Board of Governors met again to consider further initiatives in response to the Act. Their shared perception that there was a need for educational and informational programming directed toward pre school-age children led to the creation of a 5-day-per-week 30-minute program called the "Fox Kids Cubhouse." This series, which is recommended by the National Education Association, includes "Jim Henson's Animal Show," devoted to nature and the environment; "Johnson & Friends," presenting life entry skills and values; and "Rimba's Island," which explores cultural diversity. 7/

5/ The results of the Fox survey are remarkably close to, and tend to reinforce, the results of a survey conducted by the National Association of Broadcasters. See Comments of the National Association of Broadcasters (Oct. 16, 1995).

6/ "Carmen San Diego" has a weekly viewership of 3.8 million 2- to 17-year-olds. Source: Yankelovich Partners, Nov. 1994. FCN feeds the program to its affiliates on Saturday mornings at 8:00.

7/ The network "in pattern" broadcast time for the "Fox Kids Cubhouse" is 8:30 a.m. However, because some stations air morning news programs and because

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But, from the outset, Fox has recognized that an increase in the *quantity* of children's programming, by itself, will not necessarily advance the goals of the CTA. Accordingly, the initiatives discussed above, and all of Fox's children's programming activities, have been carried out under the auspices of the FCN Advisory Committee in order to ensure that they are of the highest quality and interest. Formed prior to FCN's September 1990 launch, the Advisory Committee consists of FCN and FBC executives, a Fox Affiliates representative and six independent advisors. The advisors all are experts in their fields and all work with children on a regular basis. The current independent advisors include a psychiatrist, a pediatrician, a social worker, a police officer who specializes in juvenile crime and rehabilitation, a teacher who specializes in multi-cultural education, and a representative of KIDSNET, Inc. ^{8/}

The FCN Advisory Committee plays a central role in all substantive aspects of the children's network. For example, the Advisory Committee provides assistance on program content and storylines, development of new shows and characters, and avoidance of racial and social stereotypes in programming; it also suggests many of the topics addressed in FCN's short-form interstitial programming. The Advisory Committee meets semi-annually; in addition, each month (and more often on an as-needed basis), members are asked to review and comment on materials sent to them, such as scripts, storyboards and videotapes. Through this ongoing relationship, the advisors keep FBC and FCN executives abreast of what they learn in their day-to-day contact with young people, such as what children are interested in, what they fear, what their home life is like and how Fox can best educate them and enrich their lives in an entertaining manner.

"Cubhouse" is designed for pre school-age children who are available to view the program during school hours, Fox allows its affiliates substantial flexibility in scheduling. Approximately 87 percent of the clearances for the "Fox Kids Cubhouse" series are between 7:00 a.m. and 4:00 p.m. Source: FBC Network Distribution.

^{8/} KIDSNET, Inc., is "an information clearinghouse on children's radio and television" that "inform[s] and educate[s] parents and professionals about quality programming for children and youth." See Comments of KIDSNET, Inc. (Oct. 16, 1995). Biographical materials for the other current independent FCN Advisory Committee members are attached hereto as Attachment B.

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Significantly, Fox has accomplished a dramatic increase in educational and informational children's programming by responding to the mandate of the CTA with market-based solutions. FCN is a profit-motivated venture that provides children's programming within parameters reasonably dictated by market demand. The results are apparent from the wide audience acceptance of award-winning shows such as "Carmen San Diego" and the "Fox Kids Cubhouse." By creating educational programming that is so evidently popular with children (and their parents ^{9/}), FCN has exposed the fallacy of the supposed dichotomy between "educational" and "entertainment" programming. Not only have Fox and the Fox Affiliates created legitimate educational and informational programming, but their attention to market forces has ensured that the programming will be watched -- clearly the only way to deliver an educational message.

In this connection, Fox and the Fox Affiliates believe that those who dismiss short-segment programming are regrettably short sighted, because they overlook an excellent opportunity to use market forces to enhance educational programming. The presentation of short-form educational and informational pieces during other programs widely viewed by children ensures a broad children's audience for purely educational programming. Fox's experience demonstrates that, by employing market forces and capitalizing on large audiences, broadcasters can make compelling interstitial programming that is even more effective than standard-length educational programming. For example, FCN has created a series of educational and informational interstitial messages that air throughout weekday morning and afternoon and Saturday morning children's programming blocks. The topics of these messages, which range in length from 30 seconds to two minutes, include the following:

- "Tolerance;"
- "Respect;"
- "Individuality;"
- "Gender Equality;"

^{9/} Approximately 83 percent of parents surveyed watch FCN programming with their children. Source: Yankelovich Partners, Nov. 1994.

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- "Racial Harmony;"
- "Empathy;"
- "Truth;"
- "Sugar Alert;" and
- "Peer Pressure Cooker."

During a recent one-month period two-thirds of children aged 2 to 11 years, and 45 percent of teens aged 12 to 17, saw at least one FCN interstitial educational message. On average, children in the 2-to-11 age group saw 7.6 of these engaging short-form programs during the course of the month. (Source: Nielsen Media Research, Nov. 1994.)

All of the activities described above were accomplished without bureaucratically-imposed quotas and content prescriptions, and thus without damage to the First Amendment. As the Commission knows, its oversight responsibilities

do not grant it the power to ordain any particular type of programming that must be offered by broadcast stations; for although "the Commission may inquire of licensees what they have done to determine the needs of the community they propose to serve, the Commission may not impose upon them its private notions of what the public ought to hear."

Turner Broadcasting System, Inc. v. FCC, 114 S.Ct. 2445, 2463, reh'g denied, 115 S.Ct. 30 (1994) (citations omitted). Proposals for review and "grading" of broadcasters' programming directly contravene the Supreme Court's ruling on this issue. Although it may be tempting to elevate the amorphous cause of "protecting children" above the defense of the First Amendment, the success enjoyed by Fox and the Fox Affiliates in producing children's educational and informational programming illustrates that the two values need not be mutually exclusive.

As the Commission has stated in its Notice of Proposed Rulemaking in this proceeding, "judgments of the quality of a licensee's programming, educational

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or otherwise, are best made by the audience, not by the federal government." Fox's experience provides additional evidence that the legislative intent behind the CTA is being realized, and that responsive marketplace forces, rather than arbitrary government quotas, will better ensure both the production of high-quality children's programming *and* the exposure of the intended audience to such programming.

Because Fox and the Fox Affiliates early on made a strategic decision to focus on the production of children's entertainment programming, it has been easier for them to implement educational and informational programming than it was, or is, for ABC, CBS and NBC and their affiliates. However, Fox believes the record in this proceeding demonstrates that broadcasters as a whole have conscientiously implemented the Act. At the same time, the Commission must recognize that some broadcasters have chosen to place greater emphasis on other types of public interest and public service programming. Fox respectfully submits that it is precisely this variety of emphases, and the underlying discretion afforded

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licensees in responding to the needs, interests and concerns of their communities, that historically have been, and should remain, the hallmarks of our pluralistic, competitive system of free, over-the-air broadcasting.

Respectfully submitted,

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FOX AFFILIATES ASSOCIATION

By Patrick Mullen
Patrick Mullen
Vice-Chairman

By Stuart Powell
Stuart Powell
Chairman, FCN Oversight
Committee

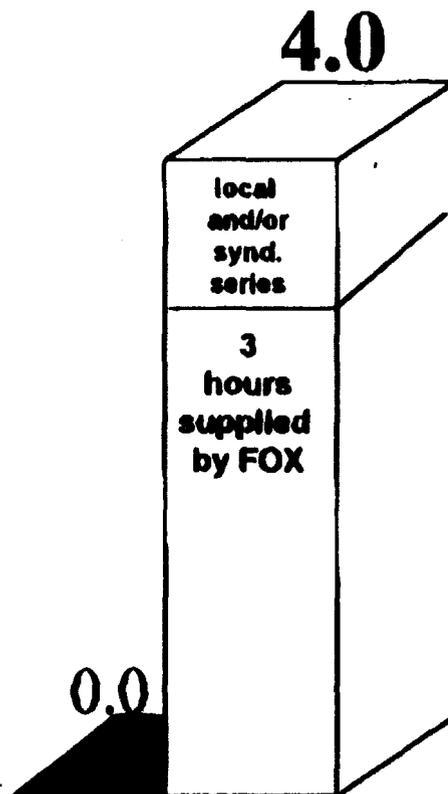


FOX & Its Affiliates Have Responded to the Children's Television Act of 1990

FOX Affiliate Averages

 **1989/90 season**
(prior to Children's TV Act)

 **1995/96 season**



Hrs, Educational shows per week

The average FOX affiliate has gone from virtually no bonafide educational kids programming in 1989/90 to an average of 4 hours a week in the current 1995/96 season



FOX & Its Affiliates Have Responded to the Children's Television Act of 1990

1995/96 Season Summary Educational Programs for Kids

**The Minimum Number of Educational Hours Programmed by a FOX
Affiliate is 3.0 Per Week**

The Average Across All FOX Affiliates is 4.0 Hours Per Week

30% of FOX Affiliates Broadcast 4.5 Hours or More Per Week

15% of FOX Affiliates Broadcast 5.0 or More Hours Per Week

OX AFFILIATE SURVEY - Bonafide Educational Programming for Kids

Compiled 10/19/95

MARKET	Call Ltrs	DMA Rnk	1993/94		1994/95		1995 / 96 Educational Shows (# hrs per week)
			# Shows	# Hrs/Awk	# Shows	# Hrs/Awk	
ALBANY GA	WFXL: 31	152	1	0.5	2	3.0	FOX Cubhouse (2.5), Carmen Sandiego (.5)
ALBANY NY	WXXA: 23	52	0	0.0	4	4.0	FOX Cubhouse (2.5), Carmen Sandiego(.5), Happy Ness (.5), Reality Check (.5)
ALBUQUERQUE	KASA: 2	46	0	0.0	5	4.5	FOX Cubhouse(2.5),Carmen Sandiego(.5), Nick News (.5), Happy Ness (.5), Sing Me-Story(.5)
ALEXANDRIA, LA	WNTZ: 46	177	0	0.0	6	5.0	FOX Cubhouse(2.5),Carmen Sandiego(.5), Bill Nye(.5),Gladiators 2000(.5), Sing Me-Story (.5), Adventures in Wonderland (.5)
ANIMILLO	KCIT: 14	126	incomplete records		2	3.0	FOX Cubhouse (2.5), Carmen Sandiego (.5)
ANCHORAGE	KTBY: 4	156	0	0.0	5	4.5	FOX Cubhouse (2.5), Carmen Sandiego(.5), Nick News (.5), Bill Nye (.5), Sing Me-Story (.5)
ANNISTON	WNAL: 44	199	was satellite of WIT0		2	3.0	FOX Cubhouse(2.5), Carmen Sandiego (.5)
ATLANTA	WATL 36	10	0	0.0	3	3.5	FOX Cubhouse (2.5), Carmen Sandiego (.5), Not Just News (.5)
AUGUSTA	WFXG: 54	111	not on air		5	4.5	FOX Cubhouse(2.5),Carmen Sandiego(.5),Reality Check(.5),Gladiators 2000(.5),Jellybean Jungle(.5)
AUSTIN	KVC: 13	64	not on air		3	3.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Jellybean Jungle (.5)
ALTIMORE	WBFF: 45	23	0	0.0	3	3.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Take One (local - .5)
ATON ROUGE	WGMB: 44	96	not on air		2	3.0	FOX Cubhouse(2.5), Carmen Sandiego(.5)
BLOXI	WXXV: 25	157	2	3.0	2	3.0	FOX Cubhouse (2.5), Carmen Sandiego (.5)
BOISE	KTRV: 12	127	0	0.0	4	4.0	FOX Cubhouse(2.5),Carmen Sandiego(.5),Sing Me-Story(.5),Adventures in Wonderland (.5)
BOSTON	WFXT: 25	6	0	0.0	6	5.0	FOX Cubhouse(2.5), Carmen Sandiego(.5),Growing Up Wild(.5),Not Just News(.5), Capt.Planet(.5), Nick News (.5)
BOWLING GREEN	WKNT: 40	181	0	0.0	2	3.0	FOX Cubhouse (2.5), Carmen Sandiego (.5)
BUFFALO	WUTV: 29	39	0	0.0	2	3.0	FOX Cubhouse(2.5), Carmen Sandiego(.5)
EDAR RAPIDS	KFXA: 28	67	not on air		3	3.5	FOX Cubhouse(2.5), Carmen Sandiego (.5), Sing Me-Story(.5)
HARLESTON SC	WTAT: 24	106	0	0.0	5	4.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Reality Check (.5), Capt. Planet (.5), Bill Nye (.5)
HARLESTON WV	WVAH: 11	57	0	0.0	3	3.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Bill Nye(.5)
HARLOTTE	WCCB: 18	26	0	0.0	5	4.5	FOX Cubhouse (2.5), Carmen Sandiego(.5), Bill Nye (.5), Jellybean Jungle(.5), Capt. Planet(.5)
HATTANOOGA	WDSI: 61	82	0	0.0	2	3.0	FOX Cubhouse(2.5),Carmen Sandiego (.5)
HEYENNE	KLWY 27	193	not on air		3	3.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Gladiators 2000 (.5)
CHICAGO	WFLD: 32	3	0	0.0	3	3.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Not Just News(.5)
CINCINNATI	WXIX: 19	29	0	0.0	4	4.0	FOX Cubhouse (2.5), Carmen Sandiego (.5), Growing Up Wild(.5), Jellybean Jungle(.5)
CLEVELAND	WBNX 55	13	0	0.0	3	3.5	FOX Cubhouse(2.5),Carmen Sandiego(.5), Growing Up Wild(.5)
COLUMBIA SC	WACH: 57	69	0	0.0	2	3.0	FOX Cubhouse (2.5), Carmen Sandiego (.5)
COLUMBUS GA	WXTX: 54	125	0	0.0	6	5.0	FOX Cubhouse(2.5), Carmen Sandiego (.5), Gladiators 2000(.5), Reality Check (.5), Jellybean Jungle (.5), Jack Hanna (.5)
COLUMBUS OH	WTTE: 28	34	0	0.0	3	3.5	FOX Cubhouse(2.5), Carmen Sandiego (.5), Take One (.5)
CORPUS CHRISTI	KDF: 47	126	0	0.0	2	3.0	FOX Cubhouse(2.5), Carmen Sandiego(.5)
DALLAS	KDAF 33	6	0	0.0	2	3.0	FOX Cubhouse (2.5), Carmen Sandiego (.5)
DAVENPORT	KLJB: 18	66	0	0.0	4	4.0	FOX Cubhouse (2.5), Carmen Sandiego (.5), Nick News(.5), Q.C. Kids to Kids(.5)
DAYTON	WRGT: 45	53	1	0.5	4	4.0	FOX Cubhouse (2.5), Carmen Sandiego (.5), Sing Me-Story(.5), Bill Nye (.5)
DENVER	KDVR: 31	16	1	2.5	3	3.5	FOX Cubhouse(2.5), Carmen Sandiego (.5), Not Just News(.5)
DES MOINES	KDSM: 17	72	0	0.0	2	3.0	FOX Cubhouse (2.5), Carmen Sandiego (.5)
DETROIT	WKBD 50	9	0	0.0	5	4.5	FOX Cubhouse(2.5),Carmen Sandiego(.5),Bill Nye(.5), Sing Me-Story(.5),Jellybean Jungle(.5)
DOTHAN	WDFX: 34	172	not on air		3	3.5	FOX Cubhouse(2.5),Carmen Sandiego (.5) ,News for Kids (.5)
EL PASO	KFOX: 14	99	0	0.0	5	4.5	FOX Cubhouse(2.5),Carmen Sandiego(.5), Happy Ness (.5), Jellybean Jungle(.5), Reality Chk(.5)

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FOX AFFILIATE SURVEY - Bonafide Educational Programming for Kids

Compiled 10/19/95

MARKET	Call Ltrs	DMA Rnk	1994/95		1995/96		1995 / 96 Educational Shows (# hrs per week)
			# Shows	# Hrs/wk	# Shows	# Hrs/wk	
ERIE	WFXP: 66	143	2	1.0	4	4.0	FOX Cubhouse(2.5), Carmen Sandiego(.5), Academic Challenge(.5), Gladiators 2000 (.5)
EUGENE	KLSR: 25	119	0	0.0	3	3.5	FOX Cubhouse(2.5), Carmen Sandiego (.5), Reality Check
EUREKA	KBVU: 29	188	0	0.0	4	4.0	FOX Cubhouse(2.5), Carmen Sandiego (.5), A.J's Time-Trav.(.5), Reality Check(.5)
EVANSVILLE	WEVV: 44	94	0	0.0	4	6.0	FOX Cubhouse (2.5), Carmen Sandiego(.5), Capt. Planet M-F (2.5), At The Zoo (.5)
FAIRBANKS	KFXF: 7	205	not on air		5	4.5	FOX Cubhouse (2.5), Carmen Sandiego(.5), Bill Nye(.5), Jack Hanna (.5) A.J's Time-Trav. (.5)
FARGO	KVRR: 15	112	0	0.0	3	3.5	FOX Cubhouse (2.5), Carmen Sandiego (.5), A.J's Time-Trav.(.5)
FLINT	WSMH: 66	60	1	2.5	2	3.0	FOX Cubhouse(2.5), Carmen Sandiego (2.5)
FLORENCE SC	WEYB: 56	114	1	1.0	3	3.5	FOX Cubhouse (2.5), Carmen Sandiego(.5), Capt. Planet (.5)
FRESNO	KMPH: 26	56	0	0.0	3	3.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Reality Check (.5)
FT MYERS	WFTX: 36	64	1	1.0	4	4.0	FOX Cubhouse(2.5), Carmen Sandiego(.5), Capt. Planet(.5), Nick News (.5)
FT SMITH	KPBI: 46	118	2	5.0	3	3.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Jellybean Jungle(.5)
FT WAYNE	WFFT: 55	103	0	0.0	7	5.5	FOX Cubhouse (2.5), Carmen Sandiego(.5), Capt. Planet(.5), Nick News (.5), Reality Check (.5) Gladiators 2000(.5), Sing Me-Story(.5)
GAINESVILLE	WOGX: 51	167	0	0.0	5	4.5	Fox Cubhouse(2.5), Carmen Sandiego(.5), Sing Me-Story(.5), Nick News (.5), Not Just News(.5)
GRAND RAPIDS	WXMI: 17	38	1	0.5	4	4.0	Fox Cubhouse(2.5), Carmen Sandiego(.5), Happy News(.5), Fast Forward (.5)
GREEN BAY	WLUK: 11	71	n/a: was NBC station		3	3.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Get Real (.5)
GREENSBORO	WGHP: 8	47	incomplete records		5	4.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Gladiators 2000(.5), A.J's Time-Trav.(.5), Not Just News (.5)
GREENVILLE NC	WFXI: 8	104	2	5.0	3	3.5	Fox Cubhouse(2.5), Carmen Sandiego(.5), Bill Nye (.5)
GREENVILLE SC	WHNS: 21	35	0	0.0	3	3.5	Fox Cubhouse(2.5), Carmen Sandiego(.5), Sing Me-Story (.5)
HARRISBURG	WPMT: 43	44	0	0.0	3	3.5	FOX Cubhouse(2.5), Carmen Sandiego (.5), Sing Me-Story(.5)
HARTFORD	WTIC: 61	28	0	0.0	3	3.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Bill Nye(.5)
HOUSTON	KRIV: 26	11	0	0.0	3	3.5	FOX Cubhouse (2.5), Carmen Sandiego (.5), Not Just News (.5)
HUNTSVILLE	WZDX: 54	66	0	0.0	4	4.0	FOX Cubhouse(2.5), Carmen Sandiego(.5), Nick News(.5), Tenn. Valley Kids (starts 1/96, .5)
INDIANAPOLIS	WXIN: 59	25	0	0.0	4	4.0	FOX Cubhouse (2.5), Carmen Sandiego (.5), Jellybean Jungle(.5), Happy News (.5)
JACKSON MS	WDBD: 40	91	0	0.0	3	3.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Bill Nye (.5)
JACKSONVILLE	WAWS: 30	55	incomplete records		6	5.0	FOX Cubhouse(2.5), Carmen Sandiego(.5), Growing Up Wild (.5), Nick News (.5), Sing Me-Story(.5), Bill Nye (.5)
JOHNSTOWN	WWCP: 8	90	1	2.5	4	4.0	FOX Cubhouse(2.5), Carmen Sandiego (.5), Capt. Planet(.5), Storytime(.5)
KANSAS CITY	KSMO: 62	32	incomplete records		3	3.5	FOX Cubhouse(2.5), Carmen Sandiego (.5), Sing Me a Story(.5)
KETCHIKAN	K2SEW: 25	n/a	0	0.0	2	3.0	FOX Cubhouse (2.5), Carmen Sandiego (.5)
KNOXVILLE	WTNZ: 43	62	0	0.0	2	3.0	FOX Cubhouse (2.5), Carmen Sandiego (.5)
LAFAYETTE LA	KADN: 15	121	3	5.5	6	5.0	FOX Cubhouse(2.5), Carmen Sandiego (.5), Bill Nye (.5), Gladiators 2000 (.5), Sing Me - Story (.5), Adv. In Wonderland (.5)
LAKE CHARLES	KVHP: 29	179	1	0.5	3	3.5	FOX Cubhouse (2.5), Carmen Sandiego (.5), Pal Playhouse(.5)
LANSING	WSYM: 47	106	0	0.0	3	3.5	FOX Cubhouse (2.5), Carmen Sandiego (.5), A.J's Time Travelers(.5)
LAS VEGAS	KVVU: 5	66	1	0.5	6	4.5	FOX Cubhouse (2.5), Carmen Sandiego(.5), Feed Your Mind (.5), Nick News (.5), Capt. Planet (.5)
LEXINGTON	WDKY: 56	68	0	0.0	3	3.5	FOX Cubhouse (2.5), Carmen Sandiego(.5), Bill Nye (.5)
LIMA	WOHL: 67	202	not on air		4	4.0	FOX Cubhouse (2.5), Carmen Sandiego (.5), Growing Up Wild (.5), Nick News (.5)
LITTLE ROCK	KLRT: 16	58	0	0.0	2	3.0	FOX Cubhouse (2.5), Carmen Sandiego (.5)
LOS ANGELES	KTTV: 11	2	0	0.0	4	4.0	FOX Cubhouse (2.5), Carmen Sandiego(.5), Jellybean Jungle (.5), Not Just News (.5)
LOUISVILLE	WDRB: 41	50	0	0.0	5	4.5	FOX Cubhouse(2.5), Carmen Sandiego (.5), Jellybean Jungle(.5), Reality Check(.5), Jack Hanna(.5)

OX AFFILIATE SURVEY - Bonafide Educational Programming for Kids

Compiled 10/19/95

MARKET	Call Ltrs	DMA Rnk	1994/95		1995/96		1995/96 Educational Shows (# hrs per week)
			# Shows	# Hrs/wk	# Shows	# Hrs/wk	
JACKSON	KJTV: 34	150	0	0.0	3	3.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Jellybean Jungle(.5)
ALBANY	WPGA: 58	123	not on air		4	4.0	FOX Cubhouse(2.5), Carmen Sandiego(.5), Growing Up Wild(.5), Jellybean Jungle(.5)
ALBANY	WMSN: 47	83	0	0.0	4	4.0	FOX Cubhouse (2.5), C. Sandiego(.5), Reality Check(.5), Get Real (.5)
ALBANY	KMVU: 26	144	not on air		3	3.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Nick News(.5)
ALBANY	WPTY: 24	42	2	1.0	7	5.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), J.Hanna(.5), Gladiators2000 (.5), Capt. Planet(.5), Sing-Story(.5), Joe Cool (.5)
ALBANY	WDZL 39	16	0	0.0	4	4.0	FOX Cubhouse (.5), Carmen Sandiego (.5), Pick Your Brian(.5), What's Up Network (.5)
ALBANY	WCGV 24	31	0	0.0	3	3.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), MIL Observer(Mon/Kids Issues - .5)
ALBANY	WFTC: 29	14	0	0.0	7	6.0	FOX Cubhouse (2.5), Carmen Sandiego (.5), Growing Up Wild (.5), Happy Ness (twice= 1.0), Wild World of Animals(.5), Jellybean Jungle(.5), AJ's Time-Trav. (.5)
ALBANY	WPMI: 15	61	incomplete records		3	3.5	FOX Cubhouse (2.5), Carmen Sandiego (.5), Growing Up Wild (.5)
ALBANY	KARD: 14	133	0	0.0	6	5.0	FOX Cubhouse(2.5), Carmen Sandiego(.5), Nick News(.5), Teen Talk (.5), Bill Nye(.5), Gladiators 2000(.5)
ALBANY	KCBA: 35	122	0	0.0	4	4.0	FOX Cubhouse(2.5), Carmen Sandiego (.5), Sing Me-Story (.5), Bill Nye(.5)
ALBANY	WCOV: 20	113	0	0.0	5	4.5	FOX Cubhouse(2.5), Carmen Sandiego (.5), Jack Hanna(.5), Capt. Planet(.5), Jellybean Jungle(.5)
ALBANY	WZTV: 17	33	0	0.0	7	5.5	FOX Cubhouse (2.5), Carmen Sandiego (.5), Nick News(.5), Capt. Planet(.5), Jellybean Jungle (.5), AJ's Time-Trav. (.5), Reality Check(.5)
ALBANY	WNYW: 5	1	0	0.0	3	3.5	FOX Cubhouse (2.5), Carmen Sandiego (.5), Not Just News(.5)
ALBANY	KPEJ: 24	149	0	0.0	6	5.0	FOX Cubhouse(2.5), Carmen Sandiego(.5), Glad 2000(.5), Reality Chk(.5), Bill Nye (.5), Sing Me-Story(.5)
ALBANY	KOKH: 25	43	0	0.0	4	4.0	FOX Cubhouse(2.5), Carmen Sandiego(.5), Jellybean Jungle (.5), Sing Me-Story (.5)
ALBANY	KPTM: 42	75	0	0.0	3	3.5	FOX Cubhouse(2.5), Carmen Sandiego (.5), Nick News(.5)
ALBANY	WOFL: 35	22	0	0.0	6	5.0	FOX Cubhouse(2.5), Carmen Sandiego(.5), Sing Me-Story(.5), Not Just News(.5), Bill Nye(.5), Happy Ness (.5)
ALBANY	KYOU: 15	200	1	0.5	2	3.0	FOX Cubhouse (2.5) Carmen Sandiego(.5)
ALBANY	KBSI: 23	78	0	0.0	4	4.0	FOX Cubhouse (2.5), Carmen Sandiego (.5), Nick News (.5), KidsZone (.5)
ALBANY	WPGX: 26	159	incomplete records		4	4.0	FOX Cubhouse(2.5), Carmen Sandiego(.5), Growing Up Wild(.5), Nick News(.5)
ALBANY	WYZZ: 43	109	1	0.5	3	3.5	FOX Cubhouse(2.5), Carmen Sandiego (.5), Braintrust-local (.5)
ALBANY	WTFX: 29	4	0	0.0	4	4.0	FOX Cubhouse(2.5), Carmen Sandiego (.5), Not Just News (.5), Bill Nye(.5)
ALBANY	KASW 61	17	0	0.0	6	5.0	FOX Cubhouse(2.5), Carmen Sandiego(.5), Not Just News(.5), Capt. Planet(.5), Happy Ness (.5), Jelly Bean Jungle(.5)
ALBANY	WPGH: 53	18	1	0.5	4	4.0	FOX Cubhouse(2.5), Carmen Sandiego(.5), News for Kids (.5), Take One (.5)
ALBANY	KPOX: 49	24	0	0.0	3	3.5	FOX Cubhouse (2.5), Carmen Sandiego (.5), Jack Hanna(.5),
ALBANY	WNAC: 64	46	2	3.5	4	3.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Bill Nye (.5)
ALBANY	KAME: 21	120	0	0.0	2	3.0	FOX Cubhouse(2.5), Carmen Sandiego(.5)
ALBANY	WRLH: 35	54	0	0.0	2	3.0	FOX Cubhouse (2.5), Carmen Sandiego (.5)
ALBANY	FXR: 27	67	1	2.5	3	3.5	FOX Cubhouse (2.5), Carmen Sandiego (.5), Growing Up Wild (.5)
ALBANY	WUHF: 31	73	0	0.0	5	4.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Jellybean Jungle(.5) Happy Ness(.5), Happy-Pirate(.5)
ALBANY	WQRF: 39	136	1	0.5	3	3.5	FOX Cubhouse (2.5), Carmen Sandiego (.5), Jellybean Jungle (.5)
ALBANY	KTXL: 40	21	0	0.0	4	4.0	FOX Cubhouse (2.5), Carmen Sandiego(.5), Jellybean Jungle(.5), Kids Wanna Know(.5)
ALBANY	KSTU: 13	36	1	0.5	4	4.0	FOX Cubhouse(2.5), Carmen Sandiego(.5), Not Just news(.5), Sing Me-Story(.5)
ALBANY	KIDY: 6	194	1	1.0	5	6.5	FOX Cubhouse (2.5), Carmen Sandiego(.5), Capt. Planet(2.5), Nick News(.5), Reality Check(.5)

FOX AFFILIATE SURVEY - Bonafide Educational Programming for Kids

Compiled 10/18/95

MARKET	Call Ltrs	DMA Rnk	1993/94		1994/95		1995 / 96 Educational Shows (# hrs per week)
			# Shows	# Hrs/wk	# Shows	# Hrs/wk	
SAN ANTONIO	KABB: 29	37	2	3.0	6	5.0	FOX Cubhouse(2.5), Carmen Sandiego(.5), Nick News(.5), Reality Check(.5), Happy Ness (.5), Jellybean Jungle(.5)
SAN DIEGO	XETV: 6	27	0	0.0	2	3.0	FOX Cubhouse (2.5), Carmen Sandiego (.5)
SAN FRANCISCO	KTVU: 2	5	1	2.5	3	3.5	FOX Cubhouse (2.5), Carmen Sandiego(.5), Romper Room (.5)
SAVANNAH	WTGS: 28	100	0	0.0	3	3.5	FOX Cubhouse (2.5), Carmen Sandiego(.5), Not Just News(.5)
SEATTLE	KCPQ: 13	12	0	0.0	8	8.0	FOX Cubhouse (2.5), Carmen Sandiego (.5), Capt. Planet (2.5), Nick News(.5), Feed Your Mind (.5), Growing Up Wild (.5), Pick Your Brain (.5) Not Just News (.5)
SIOUX FALLS	KTTW: 17	105	4	7.5	5	4.5	FOX Cubhouse (2.5), Carmen Sandiego (.5), Sing Me a Story(.5), Bill Nye(.5), Jack Hanna (.5)
SPOKANE	KAYU: 28	74	0	0.0	3	3.5	FOX Cubhouse (2.5), Carmen Sandiego(.5), Nick News (.5)
SPRINGFIELD, IL	WRSP 55	78	0	0.0	3	3.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Kidekanda(.5)
SPRINGFIELD MO	KDEB: 27	77	0	0.0	2	3.0	FOX Cubhouse (2.5), Carmen Sandiego (.5)
ST. LOUIS	KNLC 24	20	1	0.5	3	3.5	FOX Cubhouse (2.5), Carmen Sandiego (.5), Sing Me a Story (.5)
SYRACUSE	WSYT: 68	69	0	0.0	6	5.0	FOX Cubhouse (2.5), Carmen Sandiego (.5), Feed Your Mind(.5), Bill Nye (.5), Happy Ness(.5), Jellybean Jungle (.5)
TALLAHASSEE	WTLH: 49	116	0	0.0	6	5.0	FOX Cubhouse(2.5), Carmen Sandiego(.5), Capt. Planet(.5), Jellybean Jungle(.5), Jack Hanna(.5), Happy Ness (.5)
TAMPA	WTTA 38	15	not on air		3	3.5	FOX Cubhouse (2.5), Carmen Sandiego(.5), Growing Up Wild (.5)
TERRE HAUTE	WBAK 38	142	0	0.0	6	5.0	FOX Cubhouse (2.5), Carmen Sandiego (.5) Reality Check(.5), Gladiators 2000 (.5) Nick News (.5), A.J's Time Trav(.5)
TOLEDO	WUPW: 38	65	0	0.0	2	3.0	FOX Cubhouse(2.5), Carmen Sandiego(.5)
TRAVERSE CITY	WGKI: 33	117	2	1.0	4	4.0	FOX Cubhouse (2.5), Carmen Sandiego (.5), Sing Me Story (.5), Jack Hanna (.5)
TRI-CITIES	WEMT: 39	93	0	0.0	5	4.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Jellybean Jungle(.5), Reality Check(.5), Growing Up Wild (.5)
TUCSON	KMSB: 11	80	1	0.5	9	6.5	FOX Cubhouse (2.5), Carmen Sandiego(.5), Not Just News(.5), Jellybean Jungle(.5), Reality Check(.5), Happy Ness(.5), Growing Up Wild(.5), Bill Nye (.5) Sing Me-Story(.5)
TULSA	KOKI: 23	59	2	1.0	4	4.0	FOX Cubhouse(2.5), Carmen Sandiego(.5), Bill Nye(.5), Sing Me-Story (.5)
UTICA	WFVX: 33	166	1	0.5	5	4.5	FOX Cubhouse(2.5), Carmen Sandiego (.5), Glad. 2000 (.5), Jack Hanna (.5) Sing Me a Story(.5)
WACO	KWKT: 44	98	0	0.0	4	4.0	FOX Cubhouse(2.5), Carmen Sandiego(.5), Nick News (.5), Bill Nye (.5)
WASHINGTON DC	WTTG: 5	7	0	0.0	3	3.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Not Just News (.5)
WEST PALM BCH	WFLX: 29	45	0	0.0	3	3.5	FOX Cubhouse (2.5), Carmen Sandiego (.5), Jellybean Jungle(.5)
WICHITA	KSAS: 24	83	0	0.0	5	4.5	FOX Cubhouse (2.5), Carmen Sandiego(.5), Gladiators 2000 (.5), Nick News(.5), Reality Check(.5)
WICHITA FALLS	KJTL: 18	139	0	0.0	3	3.5	FOX Cubhouse (2.5), Carmen Sandiego (.5), Sing Me a Story (.5)
WILKES BARRE	WOLF: 38	49	0	0.0	5	4.5	FOX Cubhouse(2.5), Carmen Sandiego(.5), Growing Up Wild (.5), Happy Ness (.5), Topper's Clubhouse- local, Fridays (.5)
WILMINGTON	WSFX: 26	155	0	0.0	2	3.0	FOX Cubhouse(2.5), Carmen Sandiego (.5)
AVERAGES			0	0	4	4.0	

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Series Allowed as "Educational" in the FOX Broadcasting Affiliate Survey Results

FOX Children's Network series:

The FOX Cubhouse

Mon-Fri, FOX, half-hour

The FOX Cubhouse is the umbrella title for FCN's preschool educational series. Through animated, live-action, and puppets, preschoolers are taken through a curriculum that focuses on Nature and the Environment, Life Entry Skills, Value Tales, and Music, Movement and Cultural Diversity. Ranks among the Top 10 shows with kids ages 2-5 (the only "educational" show in the weekly Top 10 for Monday-Friday series). NEA recommended.

Where on Earth is Carmen Sandiego?

Saturdays, FOX, half-hour

Innovatively merges tales of mystery with fascinating facts about geography, history, art and other social sciences. Animated series features two teen-age detectives and their attempts to track down the elusive Carmen Sandiego by piecing together clues (all based on science or historical fact). Ranks as the #1 educational show on television! NEA recommended.

Syndicated:

A.J.'s Time Travelers Weekly, half-hour

Debuted on the FOX Kids Network last season as an educational mini-series, now in syndication as half-hour weekly. Lead character is a 15 year-old boy who travels through space & time -- transporting himself into any place in the world at any time in history. The basis of each adventure is the pursuit of knowledge. Encounters with historical figures teach about famous individuals and events.

Alice's Adventures in Wonderland Weekly, half-hour

Alice visits Wonderland in this series that mixes music and fun with learning language and social skills. Recommended by the NEA.

Bill Nye: Science Guy Weekly, half hour

Scientist/Host, Bill Nye takes a simple and fun approach to teaching chemistry, physics, and the natural sciences through everyday examples.

Capt. Planet (& New Adventures of Capt. Planet) Weekly half-hour also available as a strip Mon-Fri

Animated series that stresses environmental issues and educates kids about nature and science.

Feed Your Mind (formerly Real News for Kids) Weekly, half-hour

News magazine show for kids featuring current events, science projects and kids talking to kids.

Gladiators 2000 Weekly, half-hour

Athletic competition for kids with a TWIST! Kids must answer challenging questions based on science, nutrition and health in order to advance to the next level of competition.

Growing Up Wild (Madison's Adventures) Weekly, half-hour

Animated animal host shows live-action footage of animals around the world while providing facts and explanations about nature and the environment.

Happy Ness: The Secret of the Loch Weekly, half-hour

*This pro-social animated series blends history and geography - through singing and dancing - based on the folklore of the United Kingdom's mythical Loch Ness Monster...One of only a handful of so-called FCC-Friendly series now entering the market (source: NATPE '95 guide).

Series Allowed as "Educational" in the FOX Broadcasting Affiliate Survey Results

Jack Hanna's Animal Adventures Weekly, half-hour

Animal Expert, Jack Hanna travels to remote jungles, rain forests and zoos to educate kids on animals and their environment. Live action.

Jelly Bean Jungle: Weekly, half-hour

"Another weekly FCC-Friendly musical series from Active (Entertainment), except this one is a live-action series featuring puppet characters that teach kids pro-social and educational lessons." (Source: NATPE '95 program guide).

Nick News Weekly, half-hour

Linda Ellerbee hosts this newsmagazine that teaches kids to look at all sides of such issues as racism and AIDS.

Not Just News Weekly, half-hour

News magazine show for kids featuring current events and kids doing special things in their communities.

Reality Check Weekly, half-hour

Syndication's attempt to copy the success of FOX's #1 educational series, WHERE ON EARTH IS CARMEN SANDIEGO?. Utilizing a combination of computer-generated imaging and animation, kids are encouraged to learn about problem-solving techniques in addition to being entertained with history, geography and science lessons. According to the NATPE '95 program guide, "a strong syndicated alternative for stations looking to seriously meet the Children's Television Act regulations."

Romper Room Weekly, half hour

The classic pre-school show in "classroom" setting.

Sing Me A Story at Belle's Book & Music Shop Weekly, half-hour

Disney series that offers pro-social and moral messages and encourages reading. Uses the popular character of Belle, from "Beauty & the Beast".

Take One Weekly, half-hour

Produced by a group of local stations in various markets (Columbus, OH, Pittsburgh, PA, etc.). A current events magazine show for kids containing a compilation of segments produced at the station and its "sister" stations personalized with local wrap arounds.

Teen Talk Weekly, half-hour

Group discussion format centering on issues Teens are dealing with (drugs, peer pressure, AIDS, etc.)

What's Up Network Weekly, half-hour

News magazine show for children.

Wild About Animals Weekly, half-hour

Informative look at animals and nature. WILD KINGDOM for kids.

Local series included in survey results attached

Series Allowed as "Educational" in the FOX Broadcasting Affiliate Survey Results

Local: (descriptions provided by individual stations)

Braintrust Weekly, half-hour (Peoria)

Local high school teams are quizzed on science, math & history.

Fast Forward Weekly, half-hour (Grand Rapids)

Hosted by kids, this local series takes an informational look at issues and activities.

Get Real Weekly, half-hour - (airs on FOX affiliates in Wisconsin)

Produced by Wisconsin Public TV & Wisconsin Broadcasters Assoc. Magazine show for 4-18 yr olds. History of the state & current events.

Q.C. Kids to Kids Weekly, half-hour (Davenport)

Show hosted by local kids ages 12-15. Spotlights local heroes, kids, achievers.

Tennessee Valley Kids to Kids Weekly, half-hour (Huntsville)

Public service oriented show focuses on community service organizations like the Boys Scouts and the YMCA.

Pet Playhouse Weekly, half-hour (Lake Charles)

In-studio show where local kids get to learn about animals first-hand from veterinarians and other animal experts.

Joe Cool Show Weekly, half-hour (Memphis)

A locally produced educational/informational show for kids that focuses on historical places and interesting people in the Memphis area.

Gary the Happy Pirate Weekly, half-hour (Rochester)

Targets 2-5 year olds with simple instructions on basic, yet important things (such as how to properly brush your teeth and why it is important, etc.)

KidsKenDu Weekly, half-hour (Champaign-Springfield)

Discussion deals with children's issues such as peer pressure, drugs, nutrition, etc. Emphasis on good things Kids Can Do.

KidsZone Weekly, half-hour (Paducah)

Local kids magazine show. Current events, special kids, etc.

Topper's Clubhouse Weekly, half-hour on Fridays (Wilkes-Barre)

Segmented series featuring a "game show" based on science, math and geography questions. Segment 2 deals with environmental awareness.

Program descriptions for broadcast & syndicated shows came from various sources: program guides, TV listings, personal observations, press releases, etc. Local program descriptions came from program directors and/or programming staff at the stations involved.

NEWS RELEASE



FOR IMMEDIATE RELEASE
Thursday, Oct. 26, 1995

CONTACT: Mark J. Kern (LA)
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**FOX AND FOX AFFILIATES RELEASE COMPREHENSIVE SURVEY
DETAILING ACROSS-THE-BOARD COMPLIANCE WITH
CHILDREN'S TELEVISION ACT OF 1990**

**Internal Study Reveals Dramatic Increase In Quantity of Educational Children's
Programming Among Fox Children's Network Stations**

Affiliates of Fox Broadcasting Company have dramatically increased their amount of educational and informational children's programming, according to a comprehensive study conducted by Fox Broadcasting Company and the Fox Affiliates Association. Results of the study were released today by FOX executives and affiliate representatives at a press conference in Washington, D.C..

The survey was filed with the FCC along with a joint letter from FOX and FOX affiliates and videotape excerpts of FOX educational programs.

The detailed analysis of programming among 137 FOX affiliates documents the stations' responses and resulting programming actions taken following the enactment of the Children's Television Act of 1990. According to the survey, FOX affiliates across the country have increased the amount of educational and informational programming – from

-more-

Fox Affiliate Survey – Page 2

a base of zero hours per week prior to the 1990 passage of the Act, to a current level of four hours per week – demonstrating a strong and cooperative compliance with the Act by FOX affiliates nationwide.

“Our survey is a conscientious effort to respond to the FCC’s requests for facts, not rhetoric,” commented Patrick Mullen, General Manager of station WXMI, Grand Rapids and Vice Chairman of the Fox Affiliates Association Board of Governors.

“FOX and the FOX affiliates have worked together to ensure good faith implementation of the Children’s Television Act,” added Stu Powell, General manager of WXIX, Cincinnati, OH, and Chairman of the Fox Children’s Network Oversight Committee.

The survey’s methodology includes detailed data compiled at the station level and including program titles and program descriptions; a large sample base (137 Fox Children’s Network affiliates nationwide); and an excessively conservative classification of programming deemed “educational or informational.”

“We’ve intentionally understated the quantity of educational programs in order to produce a survey that cannot be second-guessed by industry detractors,” said Margaret Loesch, President, Fox Children’s Network. “Our intention is to provide quantitative, conclusive proof that our affiliates have aggressively responded to the mandates of the Act.”

Added Preston Padden, President, Fox Network Distribution: “Although some other broadcasters may have placed greater emphasis on other types of public interest programming, this survey supports the mounting evidence that the industry as a whole has done a good job of responding to the Children’s Television Act.”

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Fox Affiliate Survey – Page 3

Fox Children's Network, the top-rated children's programming service in the U.S., currently provides three hours of weekday and Saturday morning educational programming, including the Emmy-Award Winning WHERE ON EARTH IS CARMEN SANDIEGO?, THE MAGIC ADVENTURES OF MUMFIE, JIM HENSON'S ANIMAL SHOW, JOHNSON AND FRIENDS, RIMBA'S ISLAND and BUDGIE THE LITTLE HELICOPTER.

-FOX-

National Association of Broadcasters Fact Sheet

The NAB has delivered a tremendous amount of money in an attempt to buy Congress. The NAB has been extremely generous in terms of political contributions, lobbying expenses and salaries.

NAB Political Contributions

- In the first seven months of 1995 alone, the NAB has contributed more than \$283,292 to Congressional members and candidates.

Source: FEC Filings

- The NAB, during the last decade from 1985-1994, contributed more than \$1,629,288 in PAC Contributions and Soft Money to members and campaigns across the board.

Source: Common Cause

- This \$1.6 million dollar figure places the NAB #1 among all broadcast industry PACs and donors.

Source: Common Cause

Lobbying

- For the first six months of 1995 alone, the NAB has officially spent \$434,634.45 lobbying members of Congress.

Source: U.S. House Lobbying Reports

- Because of intense lobbying on this issue by the NAB, this figure represents an 18% increase over the same period last year.

- And just over the past five years, the NAB has spent more than \$3,690,727.30 lobbying members of Congress.

Salaries

- Jim May, Executive Vice President, Government Relations currently receives \$10,000 a month plus expenses to lobby for the broadcasters.

Source: U.S. House Lobbying Reports.

- Eddie Fritts, President and CEO, received \$410,000 in base salary in 1993, and currently receives \$10,000 a year to lobby Congress.

Source: National Journal.