

MMPB

***Straight from the Heart***

1314 Gray Highway • P.O. Box 5008 • Macon, GA 31213 • 912-752-1313 • FAX 912-752-1440

**Don McGouirk**  
Vice President,  
General Manager

RECEIVED

NOV 7 1995

FEDERAL COMMUNICATIONS COMMISSION

October 16, 1995

DOCKET FILE COPY ORIGINAL

The Honorable Reed Hundt  
Chairman  
Federal Communications Commission  
Washington, DC

Dear Chairman Hundt:

You asked (in Broadcasting & Cable magazine) that broadcasters write you concerning the children's educational television rule making. This is such a letter.

It appears from a perusal of this weeks program listing for all the stations in Macon (123rd market) that children are being well served by the television stations here.

There is a total of 78 hours of children's programming scheduled during the week in time periods when children can be expected to be watching. While I am not able to analyze each program and its educational benefit for children, I am sure that a significant portion of this programming is educational in nature. I probably need to state that this is for only the commercial stations serving this market - it does not include the educational stations nor any cable channels which can be received by the children in Macon. Of course part of the mission of PBS is to serve the children of their communities. In addition, the Macon market cable penetration is 66% and there are many programs available to the children of this area from those services.



MULTIMEDIA, INC.

Requiring each individual station to air a set amount of any kind of programming runs contrary to the Constitution of the United States. I cannot believe that Macon is atypical. Therefore, it appears to me that the children of America are being well served by their television stations without additional regulation..

Sincerely,

A handwritten signature in black ink, appearing to read "Dan McDaniel". The signature is written in a cursive style with a large initial "D" and "M".

DM/dph

c: All Commissioners

VIDEO SERVICES  
DIVISION

from the files of..... **Randy Sabatte**

INTERMISSION FOODS

4164 Cherry Court, Oakley, California 94561-3919

Honorable Reed E. Hundt  
1919 M Street  
Suite 814  
Washington, D.C.  
20554

DOCKET FILE COPY ORIGINAL

RECEIVED

NOV 7 1995

FEDERAL COMMUNICATIONS COMMISSION

I am sending this letter to you to introduce you to a company named Intermission Productions, and their group of characters named the *Dangerous Dinos*, which they created to educate children and their parents about the evils of violence and drug abuse. This introduction and the enclosed materials are being sent to your attention because of your request for sources of "new ideas" for children's programming on television.

Since 1981 Intermission Productions has been in the business providing entertainment to all age levels at private parties, corporate events, county and state fairs. They offer a wide variety of costumed characters, musical themes, special effects and prizes at these events which appeal to all age levels. In 1992, they introduced a new set of characters (now copyrighted) into their act named the "Dangerous *Dinos*". These dinosaur characters "*Rocko Gecko*", "*Ty Rex*", and "*Bubba*" represent a team of dino characters who, along with the help of their many friends, are on a mission to rid our planet, in a non-violent way, of crime, pollution, and drugs (See story attached). Their ages are from adolescent to mid-teen and they are "*Dangerous only to those who would ruin our planet*".

In early 1994, with the help of some business contacts, these characters began being used on ice cream novelty products, called *Dino Pop-Ers*<sup>TM</sup>, which were then sold in California, Arizona and exported to Russia. In early 1995 we moved our production of novelty products to Northern California and expanded our line with five new licensed novelty products. These products all feature the *Dangerous Dinos Characters* and their theme of protecting our planet. (see sample art attached).

In mid 1995, again with the help of business contacts we have attracted a national manufacturer of yogurt products and will soon be introducing a line of children's yogurt 6-Pack products into the marketplace. These products will also feature the "*Dangerous Dinos*" and their anti-drug message "*DINOS DON'T DO DRUGS*". Pre-sales presentations of these yogurt products have been quite successful and many retailers are quite anxious to begin selling them to consumers.

Midway through these presentations, due to such high acceptance of our unique messages and packaging we contacted the Founding Worldwide Director of D.A.R.E., Mr. Glen Levant, and asked if the D.A.R.E. Program would be interested in endorsing our products with their worldly recognized logo. Through several meetings with Mr. Levant the D.A.R.E. program seems quite thrilled to adding their endorsements to our products and will thus share in the profits which will be dedicated to the schools in the areas surrounding wherever these products are sold. As you

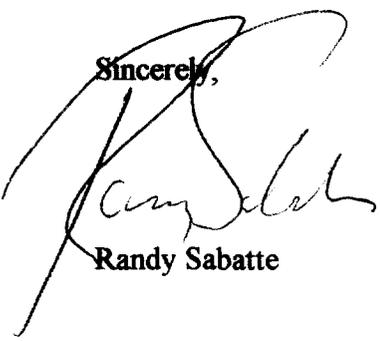
can expect we are thrilled to be connected with this successful program and glad to know that the sales of our products will enhance drug abuse education in our schools across the country.

I would like to discuss the possibilities of introducing, through the use of children's programming on television, the positive role models of the "*Dangerous Dinos*" and their messages about saving our planet . Their non-violent way of handling daily problems, difficult situations, and chemical abuses are a far cry from the characters which children are mimicking from television every day.

I can be reached at (510)625-7920

Looking forward to hearing from you,

Sincerely,



Randy Sabatte

# THE DANGEROUS DINOS STORY

MANKIND THOUGHT THE DINOSAURS WERE LONG EXTINCT...  
BUT NOT SO...

MANY WENT UNDERGROUND AND EVOLVED OVER  
MILLIONS OF YEARS DEVELOPING A CIVILIZATION AND A  
WAY OF LIFE FOR THEMSELVES AND VOWING THAT THE  
BEST WAY TO KEEP THEIR WAY OF LIFE WAS TO FOREVER  
HIDE THEMSELVES AWAY FROM THE EYES OF MANKIND.

ON ONE DAY WHEN THREE VERY YOUNG, BRAVE,  
COURAGEOUS AND ADVENTURERS DECIDED TO TAKE  
A LOOK...

...ONLY...  
...AN EARTHQUAKE SHOOK AND TRAPPED  
...GROUND BLOCKING THEIR WAY HOME.  
...AND THEY WERE SHOCKED AND SADDENED  
...ATED AND DISTRUSTFUL THE ABOVE  
...COME. THEY VOWED TO DO WHAT THEY  
...AND A WAY TO HELP GET RID OF  
...KEEP DOING UNTIL THEY COULD  
...BACK TO THEIR OWN UNDERGROUND

...THE STRACALISAURS,  
...DINOSAURS,  
...BY STEGOSAURS, MADE A PACT TO DO  
...HELP AND CREATED A TEAM OF  
...THAT WOULD COME TO BE KNOWN AS...

...THE DANGEROUS DINOS

# **HISTORY OF "INTERMISSION PRODUCTIONS"**

**Intermission Productions was founded in 1981. Just like many successful companies it all started and was operated in a garage. The heart of the business was focused on private children's shows and we became known as the "Mercedes of Entertainment" in this marketplace. As creativity soared so did the focus and aspirations of the company to expand the marketplace potential.**

**The benchmark of our expansion was the New Line Cinema invitation to promote the "Teenage Mutant Ninja Turtles" movies. Of course we accepted and toured with the Turtles state wide. Both the costumes and their portrayal were completed and accomplished by the associates of Intermission Productions. Ever since that time we have participated in numerous movie promotions with New Line Cinema, Columbia Pictures, Paramount Studios, Warner Bros., Disney, and 20th Century Fox to name a few. A major concern to us was the fact that the Ninja Turtles personified violence and we wanted characters to teach values and alternatives to violence. This was truly the turning point for us. We saw the raw talent within the company turn into focused professionals right before our eyes.**

**It was at this time that it was decided that in order to achieve our fullest financial and creative potential we needed to create, trademark, and market our own copyrighted characters. We felt confident in this venture because we had already achieved highly esteemed public recognition throughout statewide fairs and various organizations.**

**The incredible response to the live shows with Little Red Riding Hood and characters helped to guide us through this uncharted territory. The results of this decision using the attainable limited resources have laid a successful foundation, with now, a new universe of uncharted potential to explore.**

**Thus far the "Dangerous Dinos" and their comrades have become the representatives of the D.A.R.E. Program and continue to perform at fairs nationwide, as well as, in Hawaii. In accordance with the live shows, a "Dangerous Dinos" product line has been established. This line includes ice cream (already selling in food chains throughout California), an exciting story/coloring book, and a fan club. The products directly**

associated with the fan club include autograph pictures of favorite characters, "Dangerous Dinos" cassette tapes, and T-shirts. Every character that we have created is part of the story/coloring book and performs in the live shows, as well as, having their own ice cream product. For example, the "Dino Pop-ers"(a three flavor sherbet push up style treat), "Dino Sundaes", "Dino Rockets" (popsicles), "Dino Yogurt", Mighty Joe the Giant Ice Cream Sandwiches, etc.

The potential product line is focused and targeted to a wide array of audiences. The premise behind every company decision that we make is in accordance with the company standard. Our creed is to convey messages of life enriching values and to touch the hearts of people from ages 1 - 100. We have accomplished this through our live shows and wish to expand the outreach through our products and media promotions.

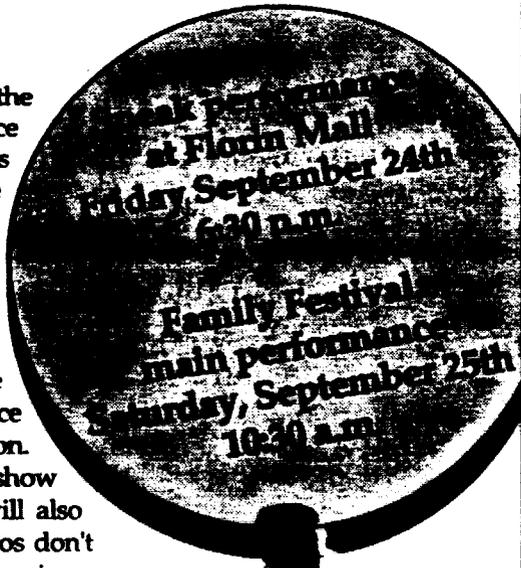
It is our goal to make a difference in society and it is the sponsor, with these same values, that will believe in us and make it possible to turn the dream of touching those hearts into a reality. There has been a dramatic shifting of priorities at every level of business, and teaching positive values, thereby, creating stronger families, is a major priority to us all. It is understood that teaching our children today will create stronger leaders in business and society tomorrow. The sponsorship program in conjunction with Intermission Productions will provide the perfect gateway of putting these views into live production and make a difference in all of our lives!

# Move over Ninja Turtles, take a seat Barney...the Dangerous Dinos are coming to town!

Escaping safely from the "underworld" the once extinct "Dangerous Dinos" are roaming the earth again. One of their first stops will be the Elk Grove Family Festival, Saturday morning at 10:30 a.m. The one hour performance will be complete with song, dance and audience participation. The Dinos not only will show you a good time, but will also teach you a lesson: "Dinos don't do drugs". They are environmentally conscious and share the message to be kind to the earth—don't pollute.

A sneak preview performance will take place at the Florin Mall, Friday night prior to the Family Festival at 6:00 pm. Families can meet the Dinosaurs and watch a 15 minute performance.

Florin Mall is the proud sponsor of the Dangerous Dinos performance.



## FAMILY HEALTH

IT'S AS IMPORTANT TO US  
AS IT IS TO YOU



# THE OAKLAND ZOO

## 1993 Spring & Summer Calendar of Events

All events are free, unless otherwise noted, with the price of admission: \$4.50 adults, \$2 children, \$2 seniors. Parking is \$3 per car, \$7.50 per bus. Prices are subject to change. The Oakland Zoo is open daily (weather permitting), except Thanksgiving & Christmas. Zoo hours are 10 am to 4 pm on weekdays, 10 am to 5 pm on weekends and holidays. After Memorial Day, hours are 10 am to 5 pm daily. For more information, call (510) 632-9525.

### APRIL

Tues 20

#### *Docent Lecture*

"Wolves: Facts & Myths" by Dr. Charles Berger. This presentation will explore the natural history, behavior and mythology of this marvelous and controversial creature. 8 pm, Snow Building.

Sat 24

#### *Earth Day Celebration*

"Conservation Passport," recycling, educational activities. Visit different learning stations around the Zoo and get a souvenir when you've completed your "trip." Cotton Candy Express entertains the kids at 12:45 pm. MOCHA (Museum of Children's Art) returns with recycling crafts.

### MAY

Sun 2

#### *Cinco de Mayo*

Celebrate Cinco de Mayo in the Children's Rides area at the Zoo. At 12 pm enjoy Mexican folk music, and there will be a piñata party at 1 pm! And the kids can get their faces painted from 12-4 pm.

### MAY

Sun 9

#### *Mother's Day*

Mothers get free admission with the paid admission of their child. Cotton Candy Express singers give a special treat with their energetic music at 1 pm. Adopt-an-Animal!

Sun 16

#### *Photo Safari*

Photographer Rick Mannshardt will coach camera buffs on getting that perfect shot of your favorite zoo animals. Call 632-9525 for tickets: \$15 for Oakland Zoo members, \$20 for non-members.

Sat 22

#### *Kid's Day*

Dinosaurs at The Oakland Zoo? Yes! But for one day only! "Dangerous Dinos" will perform on-stage at 2 pm, with a special *surprise guest!* And come early, because the first 100 kids to enter the Zoo will receive a free gift! There will be lots of entertainment, educational activities, and more! Co-promoted by KPIX-TV 5, in celebration of The "New" Oakland Zoo.

### JUNE

Sat 12

#### *World*

#### *Conservation Day*

Multi-cultural entertainment, educational activities about conservation and wildlife habitats worldwide. Details to be announced.

Sun 20

#### *Father's Day*

All Dads get free admission with the paid admission of their child. Adopt-an-Animal, if you are not already a Dad!

### JULY

Sat 17

#### *Native American*

#### *Pow Wow*

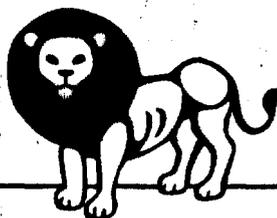
It all takes place in the Zoo's meadow - a special Pow Wow produced by Oakland's Intertribal Friendship House, crafts, educational program about our native wildlife! Details to be announced.

### AUGUST

Sat 21

#### *Big Cat Day*

Educational activities about lions, tigers, and other Big Cats, entertainment, and more! This event helps support the Purina Big Cat Survival Fund program, which contributes to the effort to save endangered big cat species worldwide. Details to be announced.





# WEEKEND



Intermission Productions 1992

**DANGEROUS DINOS** join the animals at the Oakland Zoo.

## LOOKING AHEAD

### Before Mickey's time

#### Vintage Disney at PFA

"Disney in Wonderland: Early Animation by Walt Disney," a program of events featuring rare and rediscovered cartoons made in the 1920s by Walt Disney, begins today through May 23 at George Gund Theater, Pacific Film Archive, University Art Museum, 2625 Durant Ave., Berkeley.

The following themes will be explored: "Disney's Roaring Twenties" and "Walt Disney and the Jazz Age" at 7:30 tonight; "Scary Tales and Adventures" at 7:30 p.m. Sunday; "Scrapes, Battles and Wars" at 7:30 p.m. May 21; and "Crazy Ideas, Modern Inventions" at 7:30 p.m. May 23

Admission is \$5.50 general; \$3.50 seniors, children under 13 and disabled. For details, call 642-5249.

### Kid's Day

#### Dinosaurs at the zoo

Dinosaurs will be joining the animals on May 22 at the Oakland Zoo, 9777 Golf Links Road, Oakland, for KPIX Channel 5's "Kid's Day" celebration.

The festivities will include the Boogie Down Jugglers, singer Dan Goldensohn, mural painting, a live animal display, art activities and the

"Little Red Riding Hood Variety Show" with Dangerous Dinosaurs.

Events are free with admission to the zoo. The zoo is open from 10 a.m. to 5 p.m. daily. Admission is \$4.50 general; \$2 ages 2 to 14; free under 2; \$3 parking fee.

For more information, call 632-9525.

### Bait your line

#### Fishing Derby on tap

The third annual Kids and Seniors Fishing Derby will take place on May 22 at the Lafayette Reservoir.

Participants must be between the ages of 8 to 14 or over 55. Seniors must possess a current fishing license or purchase a day permit for \$8.40 at the reservoir.

Registration forms are available at the Lafayette Community Center, 500 St. Mary's Road, Lafayette or at the reservoir. Cost is \$5 per person. For more information, call 284-2232.



## OUTDOOR ACTIVITIES

**Briones Regional Park** — "Briones Birdwalk," 8:30 a.m. to 10:30 a.m. May 23. Take an easy-paced walk in search of warblers, grosbeaks, buntings and more. Beginners welcome — meet in the upper parking lot at Bear Creek Road entrance. \$3. From state Highway 24 take the Camino Pablo/Orinda exit, go north on Camino Pablo toward Richmond. Turn right onto Bear Creek Road, go past Briones Reservoir and continue to the park entrance. Martinez. 525-2233.

**Coyote Hills Regional Park** — "Ohlone Village Site Tour," 9:30 a.m. to 11:30 a.m. Sunday. Visit the site of an ancient Ohlone village, sit in an archaeological dig and learn about the culture of these first Californians. Reservations required — meet at park entrance station parking lot. Free. 8000 Patterson Ranch Road, Fremont. 795-9385.

**Las Trampas Regional Wilderness** — "Women on Common Ground: The Wild Dark," 6:30 p.m. to 8:30 p.m. today. A hike designed especially for women whose fear of parks is aggravated by the sights and sounds of wild darkness. Dress warmly, wear sturdy shoes and bring a flashlight. Free. Bollinger Canyon Road, San Ramon. Reservations required. 862-2244.

**Lime Ridge Open Space** — "Lime Ridge Comes Alive," 10:30 a.m. to 2

p.m. Saturday. A families featuring crafts, hibisque. Free. Treat Bcord. 757-2620 or 67- "Painting Wildlife," thr Learn to draw and through demonstratio ual help. Bring a ske' and eraser. 12:30 p.m Tuesdays. \$45. "E Mount Diablo," 7:30 An orientation meetir through May 31 hik participants can cam' eas of Mount Diablo Morgan Territory Reg For ages 14 and t mailed upon registrati um hours: 9 a.m. to 1901 First Ave., Walr 1983.

**Mount Diablo State** From the Top," 10 Enjoy the view and I park's cultural and with this one-mile hik- terpretive Trail — me mit parking lot. 8C Down and Around in a.m. Sunday. A phy- ing one-and-a-half scramble through the including a climb to t nel Rock. Good footy No children under ag Elephant Rock Picni City. 837-2525.

**Mount Tamalpais Sta** lic Astronomy Prog Stories," 8:30 p.m. M

# YAR

Prices



Buy with confidence. All of our plants are grown locally to ensure healthy, ready to grow green thumb results. We guarantee it.

Plants not available at Orinda or Lafayette.

99¢ EA.

6 Inch Pot Color Annuals

Plant now for color all season long. Enhance your landscaping or garden



2nd Annual

# Kid's Day

AT THE "NEW" OAKLAND ZOO



**Join KTVU'S FOX KIDSTOWN, K101 & Amtrak for a fun-filled day at The Oakland Zoo!**

**FREE ADMISSION** for each card-carrying Fox Kidstown member who brings a paying adult.

**Saturday, June 4**  
**11 am to 3 pm**



**The Dangerous Dinos**

**The Dangerous Dinos and the Boogie Down Jugglers** are back with thrilling new shows for Kid's Day! The Zoo will also dedicate its new C.P. Huntington miniature train ride with Amtrak engineer's caps for all the kids. Model trains will be on display, too. Don't miss out!





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**The Oakland Zoo Voted Best Family Day Trip**



*The Oakland Zoo thanks all Valley Parent Magazine readers for their continued support!*

**Shadow Cliffs Regional Recreation Area**  
This spectacular 249-acre park includes an 80-acre lake with boating, fishing and swimming facilities. Other features include boat rentals and launch, picnic areas with barbecues, horseshoe pits, and a four-flume water slide. There are 3 miles of trails for equestrians and bikers, and hikers can enjoy additional trails through the woods. Open daily 7-5 p.m. \$3 per vehicle. \*Shadow Cliffs is accessible from Stanley Blvd., 1 mile east of Valley Ave., in Pleasanton. (610) 846-3000.

**Stargazing**  
Bay Area best bets for stargazing: \*Chabot Observatory and Science Center, Mountain Blvd., Oakland. Peeks through the telescope are FREE. (610) 631-4660. \*Lawrence Hall of Science offers U.C. Berkeley's Saturday Night Stargazing in the Plaza, from 8-11 p.m. Astronomical telescopes are available for FREE viewing. (610) 642-6132.

**Sunol-On**  
Covering 5,322 acres, Sunol-On offers more riding trails, as 680 in Fremont and go south trace is on the 2244; camping

**The Teet of Innovati**  
Visitors of all ages are encouraged to get a closer look at technologies a Hubble and Big exhibit where before -- and a mission. Thru vated McCabe across from the ter. Open Tues ages 6-18 \$4; r are FREE. (40



**Sixteenth Annual GREEK FESTIVAL**

June 24, 25 & 26  
Fri. 5 p.m.-11 p.m. Sat. 12:00-10:00 p.m.  
Sun. 12:00-8:00 p.m.

*Festival features authentic food and sights and sounds of a greek village.*

Featuring live music, greek dancers, films and children's games. Come join us to observe or participate in a true Mediterranean party.  
De La Salle High School  
1130 Winston Dr.  
(Between Bancroft & Oak Grove)  
For information: 676-6967  
Adults \$2.00 • Children 5-12 \$1.00  
Under 5 Free!

**Histor**

**Amador Historical**  
Changing display from fossil res Tri-Valley are exhibit of histo of the Tri-Val music room, th shop, you get yesteryear. A museum's art g all media. Sho Wed-Fri. 11-4:00 603 Main St., located behind vision St. Har (610) 462-276

**Behring (The Muse)**  
Rare classic or are shown in a tors to experie the second-flc sents rotating from local, nat tory: Tues-Su

**A TENDER MOMENT—**  
*Becomes A Lifetime Treasure*



**Imagery Hand Sculptures**  
**1-(800)-400-HAND**

VISA/MC Accepted  
Gift Certificates Available  
Perfect for Father's Day  
On Display at Kiddie World

**WANTED: OPPS CAN GET 1 LARGER TO**

**Free**  
30% to 6 Savings E  
• Buy, Sell & Items Related  
• Apparel Si  
• Toys, Equi  
• Shoes, Bo  
A ne children 565 <  
6  
Kid's stuff

Take a Turn  
the Better



## 1993 Santa Clara County Fair

### Dangerous Dinos Stage Show



Comical and heart-warming, these lovable dinosaurs will delight the entire family as they share music, dancing and laughter with the audience. The Dinos' performances emphasize the

importance of ecology, science, physical fitness and

healthy eating habits. Three shows daily on the Carousel Stage near Expo Hall.

1993  
Santa Clara  
County Fair

San Jose  
California

# CASTRO VALLEY **F**ORUM

Castro Valley's Own "Home Town" Newspaper

FREE - Published Twice Monthly · Community News · Vol. 5 No. 10 August 9 - August 22, 1993

## Dino Show a Hit



Castro Valley's Own *Dangerous Dino's*

by Clarence Cromwell

Wondering what kind of creature will be the next Teenage Mutant Ninja Turtle?

Ask the people of Intermission Productions (IP), a Castro Valley company, and they'll say the Dangerous Dinos are it.

The Dangerous Dinos are three prehistoric pre-teens with a mission.

On top of showing you a good

time, this pack of rarefied reptiles is out to teach you a lesson: "Dinos Don't Do Drugs."

And they don't "splinter" or "shred" anything either. Unlike many superheros, the Dinos are non-violent and environmentally friendly.

And they can dance. Silently, Ty-Rex and Rocko Gecko bump, grind and flip to the dino theme song (the latest in prehistoric hip-

Cont. on page 14: Dinos

Cont. from page 11

hop) as they spread the word.

Be kind to the earth, we are told: Don't do drugs.

The Dinos aren't dangerous, the narration goes, but the real world is that the pack of sticky, screaming kids, who swarm around little-guy Dino Bubba may knock him off his feet again.

"I two! I two!" they shout, mimicking his familiar line.

If they knock Bubba over, Ty-Rex and Rocko will pick him up. The older Dinos may be hip and world-wise but they don't mind keeping an eye on the baby stegosaurus.

"They've been putting up with his dino-sized tantrums since they emerged above ground. . . or so they tell the kids. The story goes that the trio ventured up from the subterranean world where the dinosaurs fled be-jillions of years ago.

They only wanted a peek, but they were trapped by an earthquake that sealed their cave.

According to Mark Rutchik, coordinating manager and a partner of IP the Dangerous Dinos are actually foam and polyester costumes, stuffed with actors.

The family-owned and -run company puts on a popular variety show featuring the Dinos and other original, life-sized characters. Cher Madison, a partner in the business and the production designer of IP, wears the costume and role of Little Red Riding Hood to MC the events. Rutchik runs the sound system and the owners' kids play many of the roles in the show. Dennis Lancaster, the third partner, is the chief costume designer and plays the role of Bubba, the two-year-old stegosaurus. Ty-

Rex, a Tyrannosaurus Rex is played by Mike Madison, and Rocko Gecko, a stercasaurus is played by Steven Madison. Also in the show are Jennifer Rose, Madison's daughter, who plays Marista the mermaid, Jeremy Rose who plays various roles, David and Daniel Madison who play Raggedy Ann and Andy, Kelly Rutchik who plays Mr. Wolf, Joey Buckman, also known as The Giant and Eric Yee, who plays various roles and is also the costume design sketch artist.

The troupe writes its own scripts, does its own choreography and sews and re-sews the imaginative costumes.

"The Little Red Riding Hood Show" plays at fairs and theaters nationwide and has appeared on local TV stations. IP also promotes movies (like *Teenage Mutant Ninja Turtles*) and sets up haunted houses during the Halloween season.

But the company prize is the Dino act.

After singing and swinging for a year, the Dinos have attracted the interest of Nickelodeon, Movie Line Cinemas (makers of the *Ninja Turtles* movie) and other investors.

Retailers across the United States will sell Dangerous Dinos ice cream, late this summer.

The Dinos take their success in stride. "It's very satisfying," Lancaster said. "I think dinosaurs eventually come back with every generation."

He admitted that the group was a little surprised at how quickly the Dinos had caught on. "We didn't expect anything this big this soon," he said. "We're astounded."

# METHODIST HOSPITAL PRESENTS



SPECIAL FESTIVAL PERFORMANCES



The Dangerous Dinos!  
Sponsored by:



Don't miss  
a special Dinos  
show preview  
Friday Sept 24th  
at 5:30 pm in  
Town Hall

Saturday, September 25, 1993 ■ 9:30 am to 4:00 pm

Laguna Town Hall, Elk Grove

*Tickets are FREE at Methodist's Maternity Department or Voluntary at the door.*

*Seminars, entertainment, food, fun, exhibits... a day for the whole family!*

*RSVP for 1 hour free child care provided by the Elk Grove Montessori School.*

*Call 971-2762 for more information.*



Methodist Hospital of Sacramento

An Affiliates of Mercy HealthCare Sacramento

# TODAY JULY 9 MCKINLEY HIGH SCHOOL FAIRGROUNDS



## COME AND SEE IT ALL!

Join the Fun at the Fair! It's a Winner!

- FARM ANIMALS
- AGRICULTURAL DISPLAYS
- ORCHID & PLANT SALE
- MEADOW GOLD'S PETTING ZOO
- COUNTRY MARKET
- ONO FOOD
- ARTS & CRAFTS
- McDONALD'S KIDDIELAND
- RAIN TREE'S CIRCUS IMAGINATION
- E.K. FERNANDEZ MIDWAY



**THE BIGGEST 10-DAY ORCHID EXPO DISPLAY**  
Cafeteria

6 PM TO MIDNIGHT FEATURING

STAR MARKETS Presents . . .



CAPRISON  
100%  
NATURAL



LITTLE RED RIDING HOOD  
AND THE DANGEROUS DINOS

Main Arena: 7p.m. and 9p.m.

7:00 p.m.  
"Sam Choy Cooks"

• Country Market

Using Ground Orchids in  
Landscaping - Demonstration/  
Lecture - Bill Southwood

• Cafeteria



Alan Redstone &  
The Invisible Band

• Food Tent

7:45 p.m.  
Willie K in Concert

• Main Arena

8:00 p.m.  
Food Carving  
Demonstration

Keane Yorita and Jason Miyanaga

• Country Market



8:30 p.m.  
Annual Crazy Olympics - Pie Eating Contest

• Food Tent

FAIR HOURS:  
Weekdays 6 pm to midnight  
Saturday and Sunday  
11 am to midnight  
Phone: 533-3117



Admission: \$2.00  
Children 5-12 \$1.00  
Children under 5 FREE

# CASTRO VILLAGE SHOPPING CENTER

MAY 14 • 15 • 16

## LOLLIPOP FESTIVAL A Children's FAIRE

**FREE** Petting Zoo - Bring  
The Little Ones



FRIDAY • SATURDAY • SUNDAY  
MAY 14 • 15 • 16



Academy for the Performing Arts of Newark

COME ENJOY  
3 DAYS  
OF FUN

- ARTS & CRAFTS
- CHILDREN'S RIDES & GAMES
  - CAROUSEL
  - BOUNCE
  - FACE PAINTERS
  - MUSIC
- & MORE



Pet a  
Llama,  
Miniature  
Horse,  
Pigs, Lambs,  
Goats,  
Turkeys,  
Rabbits...  
SATURDAY,  
10-5 pm  
SUNDAY,  
12 to 5 pm

SATURDAY & SUNDAY

Local

DANCE STUDIOS

Sat. - 2:00 pm, Cast & Co. of Dublin  
Sun. - 1:00 pm, Academy for the  
Performing Arts of Newark  
Sun. - 3:00 pm, D.C Dance of  
San Leandro

SUNDAY • MAY 14th

Little Red Riding Hood  
featuring the  
Dangerous Dinosaurs  
& Friends

1:30 pm, Center Stage



SPECIAL GUEST APPEARANCE

en V us

one of the  
Bay Area's  
hottest new  
R&B/hip hop  
groups, with a  
unique fresh  
& wholesome  
sound!

SATURDAY  
MAY 15th  
1:00 & 3:00 pm  
Center Stage

Featuring: Sara, Tara, Michelle



CASTRO VILLAGE  
SHOPPING CENTER

CASTRO VALLEY

Castro Valley Blvd. at Santa Maria Ave.

FAIRE HOURS: 10am - 5pm  
FREE PARKING • NO ADMISSION

# THE DANGEROUS DINOS NOVELTIES

in schools



proceeds of all sales are donated to

**D.A.R.E.**  
TO KEEP KIDS OFF DRUGS®

# THE DANGEROUS DINOS

## NOVELTIES

support  
the  
DARE  
in  
schools



100% of all  
profits donated to

# D.A.R.E.

TO KEEP KIDS  
OFF DRUGS®

**NEW!**

**RING UP HOT SALES  
AND HUGE PROFITS  
WITH A COOL, NEW  
KIDS NOVELTY TREAT .**



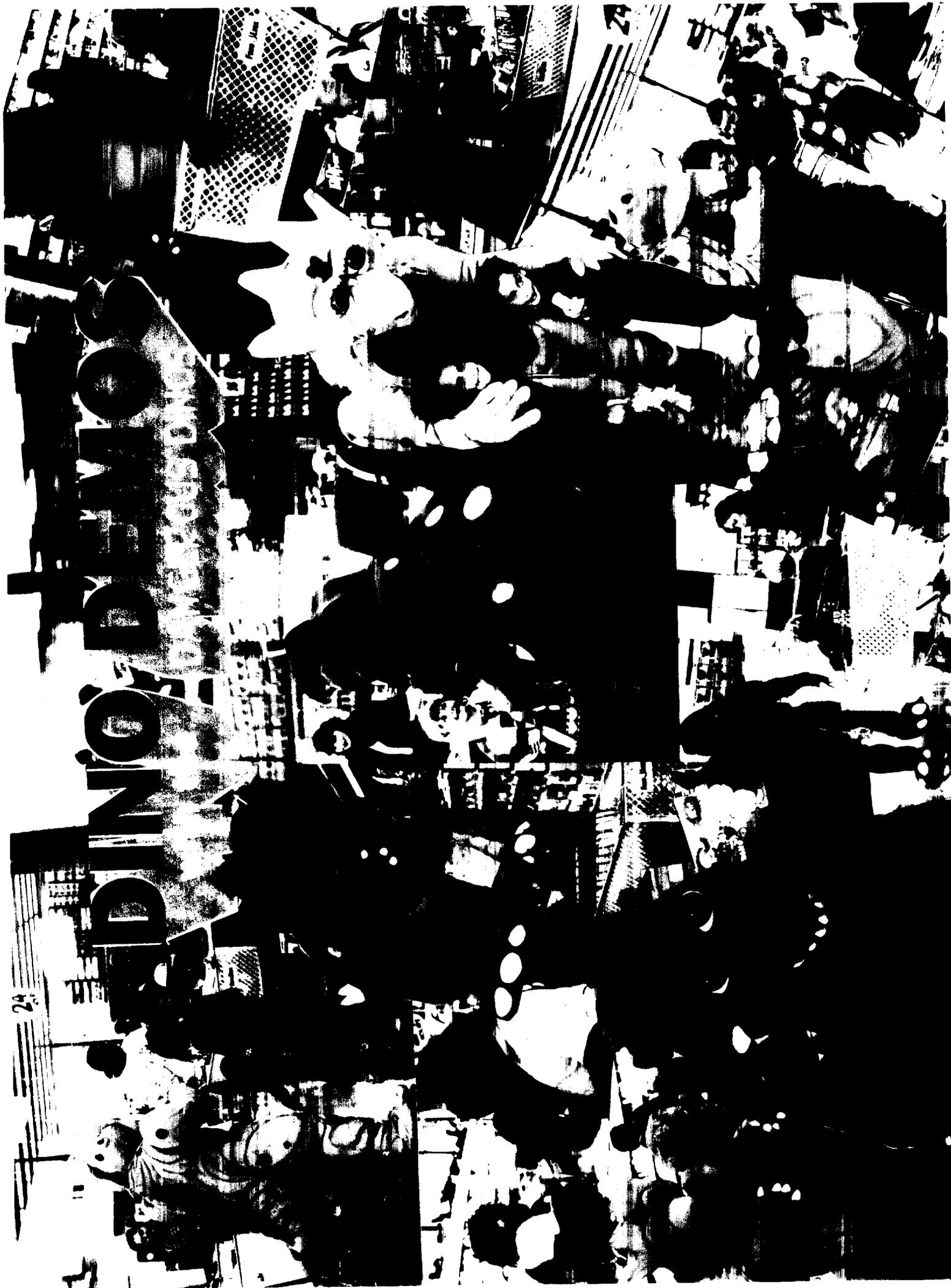
**POP-ERS**

**SWEET TREATS**

**FEATURING...**

**THE DANGEROUS DINOS**

**WHOSE MISSION IS  
TO RID OUR PLANET  
OF CRIME, DRUGS, AND  
POLLUTION**



# NEW!

AVAILABLE EXCLUSIVELY  
FROM MORNINGSTAR



Dangerous Dinos  
6 - 4.4oz. Lowfat Yogurt

Sizzling Graphics  
with Private Label  
Opportunities



# Now YOU can help the **DANGEROUS DINOS™**

## "DARE fun and unique program to to Take Drugs"

Join Intermission Foods and Morningstar  
in supporting D.A.R.E. in local schools.



Portions of proceeds  
from the sales of  
all **Dangerous Dinosaurs**  
products shown below  
will be donated to D.A.R.E.

### DINO YOGURT

6-Packs

Strawberry/Strawberry-Banana

Strawberry/Cherry

Strawberry/Peach





VIDEO SERVICES  
DIVISION

*Retlaw Broadcasting Company* 

Post Office Box 702 • Yakima, Washington 98907  
509-575-0029

August 22, 1995

RECEIVED  
AUG 30 1995  
FCC MAIL ROOM

DOCKET FILE COPY ORIGINAL

Commission Secretary  
Federal Communications Commission  
1919 M Street, N. W.  
Washington, DC 20554

Dear Commission Secretary:

I am writing to share my thoughts regarding the proposed setting of numerical quotas for educational and informational children's programming.

I know that possibly some stations are doing only the bare minimum, but the general managers I talk to and my own three stations are doing everything we can to not only meet but exceed in every area voluntarily. We not only program special half-hour and hour programs in the form of weekly broadcasts and "specials," but also run flights of vignettes on various qualifying subjects which get minimal credit.

Please consider the following:

1. We have significantly increased educational and informational programming and feel that the Children's Television Act is alive and working well in our company.
2. We understand the definition and are responding with much more than might be currently required. Quotas, if set, might very well restrict some of the programming in our case.
3. If short segment programming (vignettes) were counted, we would be well over and above what is required now.

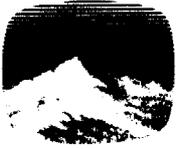


AFFILIATE

KIMATV Yakima, Washington

KEPR-TV Pasco, Washington

KLEW-TV Lewiston, Idaho



Commission Secretary  
August 22, 1995

4. Most broadcasters, including us, want to comply and do more than is necessary. Don't impose quotas that may, in fact, even restrict some "over and above" programming for a very important resource, "Our Children."

Thank you for listening.

Sincerely,

Ken Messer  
Vice President/General Manager

cc: Chairman Reed Hunt  
Commissioner Jane Quello  
Commissioner Andrew Barrett  
Commissioner Susan Ness  
Commissioner Rachelle Chong

State of Oregon  
 Nancy Lopez  
 Governor, State of CA  
 Hon. Alan E. Bransford  
 California Superior  
 Court - Elk  
 William C. Cline  
 Children, Children,  
 Activities & Project  
 Youth, Giftware  
 Answer, Address  
 Reporter  
 Robert Fisher  
 The Gap, Inc.  
 Danny Gansberg  
 Warner Book, Publishers  
 Heidi L. Hines  
 Copywriting, Publisher  
 Ted Huppert  
 American Association  
 of Higher Education  
 David Hughes  
 The Baker  
 Corporation, Inc.  
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 Heenan & Pennington  
 Associates  
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 Jones & Associates  
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 Visual Communications  
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 Janet, Day,  
 Shreve & Payne  
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 L.A. Pictors - Art  
 John Pridmore  
 New Set Corporation  
 Ken, Chad Reynolds  
 UCLA, School of Law  
 George Roberts  
 Copywriting Agency  
 Richard & Co.  
 Susan Rossman  
 The Set Republic Service  
 Steve Sturnberg  
 CID  
 Leigh Spangler  
 Sports Attorney  
 James Steyer  
 Academic  
 Children Now  
 Thomas Steyer  
 Random Access  
 Kaye Thayer, Ph.D.  
 Anthropologist  
 Campbell Film  
 University of  
 California - Berkeley  
 Nathan Tish  
 Publishers  
 Publishers  
 Robert V. Turner, M.D.  
 Children & Day University  
 of Health and Behavior  
 180 Mission  
 Hill, Westwood, La.

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 ..... Offices  
 LOS ANGELES,  
 SACRAMENTO,  
 WASHINGTON, D.C.,  
 NEW YORK CITY

August 22, 1995

Chairman Reed Hundt  
 Federal Communications Commission  
 1919 M Street, NW  
 Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt:

As California business and community leaders and advocates for the rights and interests of children, we are writing to congratulate you on the FCC's latest work toward improving children's access to quality, educational television. We are pleased about the issuance of the notice of proposed rule making (NPRM) and applaud your efforts to fully enforce the intent of the Children's Television Act (CTA).

New guidelines are desperately needed in order to increase educational TV for children. We are concerned that in the absence of further specific guidelines, broadcasters will continue to fill the airwaves with mediocrity, ignoring their vast potential to educate and inform children. With this in mind, we hope you will vote to require broadcasters to air a specific number of hours per week of educational shows.

Despite industry claims that children's educational programming has increased since passage of the CTA, we are seeing more and more mediocre shows and fewer quality ones. We are also disturbed to find that stations are attempting to skirt the intent of the CTA by submitting shows such as "The Lessons" and "The Flintstones" as "educational" programming.

We feel it is essential to specify the number of hours of educational TV that broadcasters must air per week. Given that children spend an average of 28 hours per week watching television, kids and their parents should have the option to make at least a small percentage of those hours educational.

As you know, the Children's Television Act is a product of 20 years of hard work by parents, children's advocates and concerned citizens. Yet since its passage, we have all been frustrated and disappointed by the failure of broadcasters to reach the CTA's intended goal of significantly increasing the amount of children's educational programming. You now have the opportunity to make that goal a reality.

We hope you will seize this opportunity to influence the lives and futures of our nation's children. Broadcasters have at their disposal an irreplaceable resource for children. Yet the record shows that without stricter regulation, this positive potential for kids will remain unfulfilled. With your vote for substantive and meaningful regulations of the CTA, our kids will have the opportunity to benefit by this vast untapped resource for education and information outside the classroom.



James P. Steyer  
 President  
 Lisa Steiner  
 Executive Director