

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, DC 20554**

In the Matter of)	
)	
Empowering Parents and Protecting Children)	MB Docket No. 09-194
in an Evolving Media Landscape)	
)	

COMMENTS OF VIACOM INC.

SUMMARY

Viacom Inc., a worldwide leader in providing media content for children and families, proudly submits these comments to help inform the Commission about the incredible variety of educational and informational programming available to children and parents today.

The company's MTV Networks Kids & Family Group, which consists of the flagship Nickelodeon channel, Nick Jr., TeenNick and Nicktoons, exemplifies these efforts. Nickelodeon believes at its core that what is good for kids is good for business, and that has been its guiding principle since the network was launched more than 30 years ago. Indeed, Nickelodeon was founded to fill the void created by traditional media that had failed to provide entertaining and educational programming to children. Today, the channel features innovative programs such as "iCarly," "True Jackson, VP" and "Spongebob SquarePants." It has set the standard for wholesome, entertaining children's programming while becoming the most-watched television network for kids in the country.

Nick Jr., the company's network focused on preschool children, offers award-winning programs like "Dora the Explorer," "Go, Diego, Go" and the inimitable "Blues Clues." The network is guided by national standards in preschool education and today provides a place for young children to learn music, engage in early literacy activities, and begin the development of social studies, math, science, movement, and art skills. Perhaps most importantly, Nick Jr. offers families 24 hours per day of educational/information programming – all of it commercial-free.

For older children and adolescents, TeenNick offers programming to help tweens and teens deal with the problems they face as they grow up. Viacom's MTV and MTV2 provide hard-hitting and timely reality programming, such as "16 and Pregnant," an hour-long

documentary series focusing on teen pregnancy. The MTV Tr3s network, meanwhile, features bilingual and English-subtitled programming in Spanish and presents a multi-cultural fusion of Latino music and original reality programs.

Viacom has invested hundreds of millions of dollars to create these networks, and their award-winning programming, without any governmental mandate or requirement. Great programming brings children and teens to the Nickelodeon and MTV networks. Once there, young audiences are encouraged to take advantage of numerous opportunities to improve themselves and their world by learning and doing. Viacom believes firmly in the importance of helping to educate children about the world around them through an incredible assortment of pro-social multimedia campaigns, like Get Schooled, a partnership with the Gates Foundation to increase graduation rates; Let's Just Play, a Nickelodeon-led campaign to improve the health and wellness of children; and A Thin Line, an MTV campaign to address the spread of digital abuse. These efforts are a true testament to the power and willingness of private industry to serve the needs of children and families in the modern media marketplace.

Viacom recognizes that the media marketplace has undergone profound changes over the past 30 years. American families today have tremendous demands on their time and consume media entertainment in vastly different ways. Ultimately, though, television remains an important part of their lives, and Viacom is especially proud that – despite all of the distractions of the modern world – its networks continue to be a place where families gather together.

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Viacom Inc. (“Viacom”), a worldwide leader in providing media content for children and families,¹ is proud to submit these comments in response to the Commission’s Notice of Inquiry in its proceeding considering the protection of children in the rapidly changing media landscape.² Through Nickelodeon, MTV and their sister networks, Viacom provides programming popular with children and adolescents. Within the entertaining offerings on each of these networks, Viacom presents a stunning array of educational and socially conscious programs and campaigns.

Today, Viacom not only offers family-friendly content on television, the Internet and mobile devices, it also believes firmly in the importance of helping to educate children about the world around them. As described below, Viacom is proud not just of its incredible assortment of video programming options, but also of its industry-leading pro-social initiatives, like Get Schooled, a partnership with the Gates Foundation to increase graduation rates; Let’s Just Play, a Nickelodeon-led campaign to improve the health and wellness of children; and A Thin Line, an MTV campaign to address the spread of digital abuse. Viacom appreciates the

¹ Viacom is comprised of business units MTV Networks (the home of Nickelodeon, MTV and more than 20 other networks and multimedia properties), BET Networks and Paramount Pictures Corporation.

² FCC 09-94 (Notice of Inquiry in MB Docket No. 09-194, released October 23, 2009) (the “Notice”).

Commission's goals in examining children's media issues, and Viacom submits the following information to help inform the Commission about the tremendous variety of educational and information content available to American children and parents today.³

I. THE VIACOM NETWORKS HAVE EARNED THE TRUST OF CHILDREN, TEENS AND PARENTS NATIONWIDE

The MTV Networks Kids & Family Group includes four television networks: the flagship Nickelodeon channel; Nick Jr., TeenNick, and Nicktoons. The group also includes online, digital, consumer products and recreation businesses focused on children and families. Nickelodeon television programming is seen in approximately 101 million households in the United States,⁴ and collectively, the various MTV Networks channels reach more than 600 million households globally in more than 160 countries.⁵ Nickelodeon operates 29 channels across Africa, Asia and the Pacific Rim, CIS/Baltic Republics, Europe, Latin America and the United States.

Nickelodeon believes at its core that what is good for kids is good for business, and that has been its guiding principle since Nickelodeon was founded more than 30 years ago. Indeed, Nickelodeon was created as an environment on television where kids could be kids, and where they could relax and escape from the pressures of being a kid in a grown-up world. Even

³ In July 2009, Cyma Zarghami, President of Nickelodeon and the MTV Networks Kids & Family Group, testified before the U.S. Senate Committee on Commerce, Science and Transportation on many of the topics discussed herein. *See* Testimony of Cyma Zarghami, President of Nickelodeon and the MTV Networks Kids & Family Group, Before the Committee on Commerce, Science and Transportation, U.S. Senate, U.S. Senate, *Rethinking the Children's Television Act for a Digital Media Age*, July 22, 2009 ("Zarghami Testimony") (available at http://commerce.senate.gov/public/?a=Files.Serve&File_id=512afa5c-b479-43a1-81f2-1906f4e9b875).

⁴ *See Life after Oprah: Five things to know, and what to expect*, Advertising Age (Nov. 30, 2009) (citing SNL Kagan data indicating that Nickelodeon is distributed in approximately 101 million U.S. households).

⁵ *See Annual Report Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934*, Viacom Inc. (filed with the Securities & Exchange Commission on Feb. 11, 2010), at 9.

as the company has expanded its mission to serve children at every age level, Nickelodeon has remained true to this fundamental approach: the Nickelodeon networks respect kids of all ages and tell real children's stories about real issues and real events worthy of celebration. At the same time, these networks work hard to make sure that they remain an environment where parents can be comfortable having their children learn, grow and be entertained.

Nickelodeon and Nick Jr. (previously known as "Noggin") were launched in 1979 and 1999, respectively, to fill the void created by traditional media that had failed to provide entertaining and educational programming to children. TeenNick (formerly named "The N"), and Nicktoons were launched to offer 24 hours daily of teen programming and animated children's fare, respectively. Nickelodeon has invested hundreds of millions of dollars in these channels to create content that is attractive to children and their parents. With innovative programs such as "iCarly," "True Jackson, VP," and "Spongebob SquarePants," Nickelodeon has set the standard for wholesome, entertaining children's programming while becoming the most-watched television network for kids in the country. The critically-acclaimed "Nick News with Linda Ellerbee" gives children across the country a chance to learn about and discuss important national issues like homelessness, diversity and 9/11. In the evenings, Nickelodeon airs programming dedicated to family viewing like "George Lopez" and "The Nanny" under the banner Nick-at-Nite.

Nick Jr., with award-winning programs like "Dora the Explorer," "Go, Diego, Go" and the inimitable "Blues Clues,"⁶ has been guided by national standards in preschool education and today provides a place for young children to learn music, engage in early literacy

⁶ The Commission has noted the demonstrated success of "Blues Clues" in improving the problem-solving skills of its viewers. See Notice, ¶ 18.

activities, and begin the development of social studies, math, science, movement, and art skills. A list of awards given to “Blues Clues” and other Nick Jr. programming is provided in Appendix A to these comments. TeenNick presents sharp and thoughtful content that focuses on the real-life issues that teens face every day, with award-winning original programs like “Degrassi,” “The Assistants,” and the “Halo Awards,” a program which follows Nick Cannon and guest celebrities as they honor real kids who have made a difference in their communities.

Viacom recognizes that the media marketplace has undergone profound changes since Nickelodeon was launched 30 years ago. American families today have tremendous demands on their time and consume media entertainment in vastly different ways. These families not only have access to traditional broadcast stations and cable channels, but also to an enormous array of programming via video-on-demand, through home video sales and rentals, on mobile phones, and through a multitude of Internet sites. Families today can watch a Nickelodeon program at its scheduled time on television; order a show from video-on-demand; view a video stream on the Internet; download or watch a favorite episode from iTunes or Netflix; watch a show on a mobile phone; and use a digital video recorder to store scores if not hundreds of hours of self-selected programming, literally creating a personalized video-on-demand service unique to their preferences.

Nickelodeon’s Internet web sites are interactive extensions of on-air programming and pro-social offerings that feature robust privacy and safety measures. These sites have clear safety guidelines and messages targeting both children and their parents. For example, on Nick.com, all message board postings are moderated before becoming publicly available and parents are notified when their child registers for newsletters and community features. Similarly, parents of users on Petpet Park and Nick.com are given the ability to control their child’s

communication settings (for example, by limiting their child's online real-time chatting abilities to preapproved words or phrases). Viacom works closely with partners such as the National Center for Missing and Exploited Children (NCMEC) to incorporate age-relevant safety tools into all of its web sites to ensure, to the greatest extent possible, that its sites protect users, while providing them with the benefits of socializing online.

While these new technologies can create challenges for modern families, their emergence also serves as a tremendous boon to parents, whose lives are made easier because they have more tools to determine what video content their children can see and when they can see it. From the V-chip to cable and satellite set top boxes, parents now have the ability to control the video environment in their homes. All of the programming on Viacom's channels is rated pursuant to the TV ratings guidelines, and Viacom networks were proud participants in The TV Boss campaign to educate parents about parental control technologies.

Outside the MTV Networks Kids & Families Group, meanwhile, Viacom also caters to adolescents and their families through its other MTV Networks' channels. MTV has developed popular programming like "Laguna Beach" and "Real World," which recently included a visit to Washington, DC. MTV2 presents a compelling line-up of fast-paced music and cross-platform lifestyle programming and has the highest concentration of young males in all of television. MTV Tr3s targets bicultural U.S. Latinos with customized music, news documentaries and lifestyle series.

A. Viacom's Programming Offers a Variety of Educational Content for Young Children

The Notice invites comments on the amount and type of educational programming that is being offered across electronic platforms and whether there are sufficient

marketplace incentives to create educational content for children.⁷ It also seeks specific information about programming for children whose first language is not English,⁸ for children of different ages,⁹ and asks about programming that deals with cognitive-intellectual topics such as physical science, history, or cognitive skills.¹⁰

First and foremost, Viacom submits that its own family-oriented businesses are a testament to the ability and willingness of the private sector to meet the educational and informational needs of children and families. Without any government requirement or mandate, Viacom has invested to grow Nickelodeon from a single channel to four networks plus distribution on the Internet, mobile phones, video on-demand and elsewhere. No rule or regulation ever compelled the company to supply this amazing array of children's programming. In fact, it has been the light regulatory touch that the government has relied on for cable and satellite channels that has helped produce the incredible competition and options that characterize the media landscape today. Accordingly, Viacom urges the Commission to take note of how competitive the modern children's media marketplace is, and to continue to let the market spur the development of new and innovative ways to educate and entertain children without additional regulation.

Perhaps the best example of the innovation that a light-touch regulatory environment can produce is Nick Jr., Viacom's network geared to preschool children. Literally every program that appears on Nick Jr., 24 hours each day, is designed to serve the educational

⁷ See Notice, ¶ 25.

⁸ See *id.*

⁹ See *id.*

¹⁰ See Notice, ¶ 27.

and informational needs of preschool children and *is presented without commercials*. As a result, in just one month, Nick Jr. provides more educational programming than all four major broadcast networks combined air in an entire year. Nick Jr. program offerings include “Dora the Explorer,” “NiHao Kai-Lan,” and “Go, Diego, Go.”

“Dora the Explorer” is a play-along animated adventure series starring a seven-year-old Latina whose adventures inhabit an imaginative, tropical world filled with jungles, beaches and rainforests. In every episode, Dora invites her audience to solve problems and puzzles. Dora is proudly bilingual and uses her knowledge of English and Spanish to communicate with her friends, overcome obstacles, and reach her goals. In each episode, Dora teaches a Spanish word or phrase to viewers.

“NiHao, Kai-Lan”¹¹ features another animated playful bilingual preschooler. Kai-Lan speaks both English and Mandarin and lives in a world infused with Chinese culture. Indeed, every character in the series is bilingual and every episode includes casual greetings and everyday exchanges in Mandarin. Central to Chinese culture is the wisdom passed along from elders; for Kai-Lan, its source is her grandfather, YeYe. Kai-Lan is surrounded by animals and the concepts of friendship, loyalty, and respect are given their due.

“Go, Diego, Go” features an animated, kind-hearted eight-year-old who saves animals from various forms of dangers. Diego, Dora the Explorer’s cousin, lives in a tree house in a rainforest with a baby jaguar. Diego also speaks both Spanish and English and always translates phrases for viewers.

Each of these programs celebrates other cultures and the ability of characters to speak multiple languages. Just as the programs teach Spanish and Mandarin to English-speaking

¹¹ Literally, “You good, Kai-lan,” NiHao is a traditional Mandarin greeting, roughly equivalent of “Hello.”

children, they will teach English words and phrases to Spanish and Mandarin speakers. These shows serve as an important bridge to help children develop an appreciation for the world around them.¹²

Another new and innovative Nick Jr. program, “Team Umizoomi,” is the first-ever preschool series to focus entirely on math. Created by some of the same people behind “Blue’s Clues,” “Team Umizoomi” features a tiny team of superheroes who use their mighty math powers to help little kids solve big problems. The series is designed to build upon preschoolers’ conceptual understanding of math as they are exposed to core mathematical concepts like numbers, counting, computations, measurement, patterns and shapes. “Team Umizoomi” combines action-adventure missions with an interactive math curriculum designed to help kids develop self-confidence in their math abilities and appreciate the many ways in which mathematics shapes their world.

Just as important as what children see when they turn on an episode of a Nickelodeon or Nick Jr. program is what takes place behind the scenes. Hundreds of hours of research and testing go into producing these children’s programs. The plots are developed with the expertise of child development experts and educators. Nickelodeon’s consultants ensure that curriculum goals are appropriate for the target audiences and that the educational concepts are effectively presented. Shows are thoroughly tested and screened by panels of children as part of the research process. Consequently, the programming is expensive. A single half-hour episode of “Dora the Explorer,” for example, costs an average of \$650,000. Programming on other

¹² Other programs on Nick Jr. include “Backyardigans,” “Blue’s Clues,” “Franklin,” “Gullah Gullah,” “Jack’s Big Music Show,” “LazyTown,” “Little Bear,” “Little Bill,” “Maggie, Max & Ruby,” “Miss Spider,” “Olivia,” “Oobi,” “Oswald,” “Pinky Dinky Doo,” “Toot & Puddle,” “Upside Down Show,” “Wonder Pets,” “Wow, Wow, Wubbzy” and “Yo Gabba Gabba.”

Viacom networks helps support this educational content (especially since, as noted above, there are no commercials on Nick Jr.).

B. Viacom Networks Focus on the Educational Needs of Older Children and Teens As Well

While Nick Jr. caters to the preschool group, the flagship Nickelodeon channel is popular with older kids because it not only informs and entertains, but most importantly, it speaks to kids about the things going on in their own lives. Nickelodeon helps children feel good about themselves by showing in a funny and poignant way how others grow through challenges. For example, “True Jackson, VP” portrays the challenges kids face in an adult world. True is a self-confident teen who must work hard to earn the respect of her older co-workers. “iCarly” is a teenager with a very popular web show. The show’s concept integrates video content created by the show’s fans. This innovative approach to storytelling helps “iCarly” connect directly with its core audience as it presents stories that reflect experiences kids face on a regular basis.

Programs on TeenNick deal with the issues that occupy the attention of tweens as well as the harsher problems that teens face as they step toward adulthood. “Degrassi” follows a group of young friends who live in the Degrassi Street neighborhood of Toronto. Storylines have dealt with online predators, suicide, censorship, gangs, self-harm, school shootings, abuse, drugs, drinking, and other challenges faced by teens in high school and college. “The Assistants” features a group of young adults on the first step of their careers in Hollywood as they do whatever it takes to impress their movie-producer boss and advance their careers. The show is about balancing values and ambition and is presented in a way that speaks to teens.

On Viacom’s MTV and MTV2 networks, viewers find hard-hitting and timely reality programming. “16 and Pregnant” is an hour-long documentary series focusing on teen pregnancy. Each episode follows a period in the life of a teenager as she navigates the bumpy

terrain of adolescence, growing pains, rebellion and coming of age – while dealing with being pregnant. “Teen Mom” follows some of the same young women as they face the first year of motherhood. Each episode reveals the wide variety of challenges that young mothers face: marriage, relationships, family support, adoption, finances, education, and getting a job. Each documentary in the “True Life” series has no narrator other than the real individuals who tell remarkable stories, whether about soldiers returning from war, deaf teenagers, or people living with autism. Since its first episode in 1998, “True Life” has allowed hundreds of young people to tell their compelling stories.

The MTV Tr3s network features bilingual and English-subtitled programming in Spanish and presents a multi-cultural fusion of Latino music and original reality programs. “Quiero Mis Quinces,” for example, examines the festive and colorful coming-of-age celebration marking a Latina’s 15th birthday. It can be exquisite, over-the-top, or a young teen’s worst nightmare as she deals with stressed-out parents, jealous siblings, and a million details for this party of all parties.

II. MULTIMEDIA PRO-SOCIAL INITIATIVES EXPAND CHILDREN’S HORIZONS AND BUILD UPON THE IMPACT OF EDUCATIONAL VIDEO PROGRAMMING

Great programming brings children and teens to the Nickelodeon and MTV networks. Once there, young audiences are encouraged to take advantage of numerous opportunities to improve themselves and their world by learning and doing. Viacom takes great pride in its wide-ranging pro-social initiatives, which have helped children not only learn about, but take an active role in shaping, the world around them. From the education crisis to health and wellness to environmental awareness to digital abuse, Viacom challenges its audience to make a difference and give back, and its viewers have answered the call. Adding to the

excitement, most of these projects have web sites that provide additional information and enjoyable games and other activities to make the experience a participatory learning activity.

Nickelodeon's pro-social goal is to inspire kids and families to take action that improves their world, communities and relationships. Nickelodeon provides the tools, information and infrastructure to promote its core value to engage kids and families to act on issues that are important to them. To date, Nickelodeon has championed the environment, anti-obesity, service and volunteerism, participation in the election process, childhood advocacy and well-being, literacy, diversity and multiculturalism, military families, online safety, family togetherness, children's media concerns and media literacy, alcohol and substance abuse, and disaster relief. In its 30-year history, Nickelodeon has earned the respect of kids and their parents because engaging kids in real-world action to improve their lives is intrinsic to the Nickelodeon brand. Nickelodeon partners with respected organizations like the Parent Teacher Association, NCMEC, the Children's Defense Fund and the Boys & Girls Clubs of America to inform and assist its efforts.

There are numerous outstanding pro-social examples throughout Viacom, which are detailed more extensively in Appendix B to these comments. As just three examples of these exemplary efforts, Viacom would like to highlight the Get Schooled initiative, Nickelodeon's Let's Just Play campaign and MTV's A Thin Line campaign.

In 2009, Viacom and the Gates Foundation announced a five-year partnership known as Get Schooled. Get Schooled is a national platform that connects, inspires and mobilizes people – from policymakers and corporate leaders to communities and kids – to find effective solutions to the problems facing the American education system. It provides resources and information, community outreach and creative programming regarding the education crisis.

Get Schooled combines the Gates Foundation's deep knowledge of education reform with the power of Viacom's diverse brands. The specific goals of the campaign are to increase high school and college graduation rates, improve post-secondary readiness, and promote the fundamental importance of education.

For several years, the Let's Just Play program has empowered kids with resources, tools and the information they need to live healthier lifestyles. Nickelodeon has committed millions of dollars and air time to health and wellness messaging, and has awarded approximately \$3 million in grants through its "Let's Just Play Giveaway" to schools and after-school programs to help provide resources that will create and expand opportunities to combat childhood obesity through physical play. A key component of the program is Nickelodeon's Worldwide Day of Play – an entire day committed to the celebration of active play. During the Worldwide Day of Play, Viacom takes Nickelodeon, Nick Jr., Nicktoons and TeenNick off the air and web – going completely dark on the channels and their companion web sites for three hours – to reinforce one simple message: turn the television off, get up, get out and go play! Earlier this month, Nickelodeon announced that it will join the First Lady of the United States, Michelle Obama, in her nationwide *Let's Move* (www.LetsMove.gov) campaign to solve the problem of childhood obesity in this generation. Nickelodeon will offer its resources and research to the campaign, including kid and family-targeted public service announcements featuring the First Lady, and special programming events on its channels and web sites.

MTV launched its A Thin Line initiative in December 2009. This new broad-based, multi-year campaign aims to empower America's youth to identify, respond to, and stop the spread of digital abuse. Digital abuse is an emerging issue that includes behaviors such as sexting, cyber-bullying and digital dating abuse, which affect upward of 75% of young people

today. MTV has built a coalition of the foremost authorities on these topics, and will address the issues through a series of thought-provoking public service announcements, integration into MTV's top-rated shows, innovative online and mobile tools, curricula, and a national challenge asking our audience to imagine high-potential digital antidotes to digital abuse.

* * *

In short, while technology and progress have fundamentally changed many things about the ways that children and parents consume media, television remains an important part of their lives. And one of the statistics that stands out for Viacom is that, despite all of the distractions of the modern world, Viacom's cable networks continue to be a place where families gather together. In fact, Nickelodeon and Nick Jr. are the most popular networks for co-viewing – when parents and children watch television together. In 2009, these two networks had the highest percentage of adults 18-49 who were watching with kids 2-11, among all kids' networks.¹³ Equally important, over the past 30 years, Viacom has witnessed a generation of kids who grew up watching Nickelodeon become parents themselves. It has been incredibly gratifying for the company to observe as those parents who grew up watching Nickelodeon now place their trust in these networks and share the same experiences with their own children.

III. CONCLUSION

Viacom is happy to have this opportunity to inform the Commission about the myriad ways that it educates, informs, entertains and connects with children and families. While the programs on Viacom's various networks are highly entertaining, they also present a wealth of educational material and multimedia pro-social opportunities. Viacom takes seriously its

¹³ See *Zarghami Testimony*, at 16.

APPENDIX A – AWARDS FOR NICK JR. PROGRAMMING

Dora The Explorer:

- Winner of 2004-2005 Annual Gracie Allen Award.
- Winner of 2003 Peabody Award.
- Winner of 2004 Peabody Award.
- Awarded 2003 Latino Spirit Award.
- Winner of 2002 ALMA Award.
- Winner of 2001, 2002 and 2003 Imagen Awards.
- Winner 2007 Imagen Award, Best Children's Television
- Winner 2008 NAACP IMAGE AWARD, Best Children' Television program
- Parents Choice Awards 2007 Winter: Dora the Explorer-- Approved
- Parents Choice Awards 2008 Winner: Dora the Explorer--Television, Ages: 2-5 years Approved
- Parents Choice Awards 2008 Winner: Dora the Explorer, "Dora Saves the Mermaids"-- Video, Ages: 2-5 Approved

Go, Diego, Go!

- Winner 2008 – IMAGEN AWARD – Best Children's Programming
- Parents Choice Awards 2007 Winter: Go, Diego, Go--Approved
- Parents Choice Awards 2008 Winner: Go, Diego, Go!--Television, Ages: 2-5 Approved
- Parents Choice Awards 2007 Winter: Go, Diego, Go, "Wolf Pup Rescue"--Home Video/DVD Approved
- Parents Choice Awards 2008 Winner: Go, Diego, Go!, "Safari Rescue"--Video, Ages 2-5 Approved

The Wonder Pets:

- Winner for 2008 Daytime Emmy for Outstanding Music Direction & Competition
- Winner for 2009 Daytime Emmy for Outstanding Music Direction & Competition
- Parents Choice Awards 2008 Winner: The Wonder Pets!--Television, Ages: 2-5 years Recommended

The Backyardigans

- Winner 2007 NAMIC VISION AWARDS – Animated Program
- Winner 2007 Daytime Emmy – Individual Achievement in Animation Jeff Astolfo, Animator for The Backyardigans
- Winner 2008 Daytime Emmy – Special Class Animated Program
- Winner 2008 Gracie Allen Award
- Parents Choice Awards 2004 Winter: **Gold:** Backyardigans
- Parents Choice Awards 2006 Winter: The Backyardigans -- **Gold Award**
- Parents Choice Awards 2008 Winner: The Backyardigans, "Super Secret Super Spy"-- Video, Ages: 2-5 Approved
- NAMIC Vision Awards 2007 Winner: The Backyardigans "Mission to Mars"-Animation Program Winner
- Parents Choice Awards 2008 Winner: The Backyardigans--Television, Ages: 2-5

- Parents Choice Awards 2007 Winter: The Backyardigans, "Mission to Mars"--Home Video/DVD Approved

Little Bill

- Winner 2003 Daytime Emmy - Gregory Hines As Big Bill – Performer in an Animated Series
- Winner 2004 Daytime Emmy – Outstanding Children’s Animated Program
- Winner 2003 Daytime Emmy – Outstanding Individual Achievement in Animation – Jonny Belt & Jane Howell
- Winner 2002 Peabody Award
- 2004 Spring – Silver Parents Choice Award
- 2002 Silver Parents Choice Award
- 2003 Fall and Winter Silver Parents Choice Award

The Upside Down Show

- Winner 2007 Daytime Emmy – Outstanding Main Title Design & Graphics
- 2007 Winter – Silver Parents Choice Award

Blue’s Clues

- Winner 2002 Peabody Award
- Winner 2000 Prix Jeunesse Award
- Spring 2004 – Parents Choice Award Recommended
- Parents Choice Awards 2004 Winter: Approved: Blue's Clues "Bluestock" Approved
- Parents Choice Awards 2007 Winter: Meet Blue's Baby Brother--Approved

Blue’s Room

- Creativity 2004 Winner: Blues Room Style Guide -- Corporate Identity Manuals Winner
- Parents Choice Awards 2008 Winner: Blue's Room--Television, Ages: 2-5 years Recommended

Ni Hao, Kai-lan

- National Association for Multi-Ethnicity in Communications Vision Awards 2009 Winner: NAMIC Vision Award for "Ni Hao, Kai,-Lan"- Children's category Winner

Wow, Wow Wubbzy

- Daytime Emmys 2008 Winner: Bob Boyle--Production Designer for Wow!Wow!Wubbzy--Individual Achievement in Animation Winner

Max & Ruby

- Creativity 2004 Winner: Max & Ruby Style Guide -- Corporate Identity Manuals Winner

Yo Gabba Gabba

- Parents Choice Awards 2008 Winner: Yo Gabba Gabba--Television, Ages: 2-5 Approved
- TCA 2009 winner for Outstanding Achievement in Children’s Programming

Jack’s Big Music Show

- Parents Choice Awards 2006 Winter: Jack's Big Music Show -- Approved
- Parents Choice Awards 2008 Winner: Jack's Big Music Show--Television, Ages: 2-5
Approved

APPENDIX B – SUMMARY OF VIACOM PRO-SOCIAL INITIATIVES AND PROGRAMMING

NICKELODEON NETWORKS

The Big Green Help – www.nick.com/biggreenhelp

The Big Green Help is a multiplatform campaign that provides information and tools to help explain environmental issues to kids and taps into Nickelodeon’s history of addressing important topics. *The Big Green Help* was developed from research which shows that kids believe that they can lead the way in addressing positive change for the environment. Launched Earth Day 2008, *The Big Green Help* connects families to ways they can help the environment at home, in-school, and in their communities. The centerpiece of *The Big Green Help*’s 2008 campaign was the first-of-its-kind global multiplayer online green game for kids – “The Big Green Help Global Challenge.” Additionally, several customized online mini-games incorporate *The Big Green Help* partner organizations – Boys & Girls Clubs of America; Girl Scouts USA; The LeBron James Family Foundation; National Wildlife Federation; Natural Resources Defense Council; National 4-H Council; and NFL. These partners help extend the campaign’s reach through local grassroots activities and programs.

Kids Pick the President – www.nick.com/kpp

Nickelodeon’s year-long *Kids Pick the President* campaign was conceived to educate and empower kids across the country to have a voice in the U.S. presidential election. Kids have correctly predicted the next president in five out of the last six national elections. In 2008, more than two million kids voted in Nickelodeon’s “Kids’ Vote”– the most ever in the history of the campaign. The 2008 *Kids Pick the President* campaign included the first-ever kids’ primary; four *Nick News with Linda Ellerbee Kids Pick the President* television specials; the ‘Kids’ Vote’ in October; a special online election website; and for the first time, coverage of the President’s Inauguration.

Kick One, Pick One – www.nickatnite.com/kopo

Continuing Nickelodeon’s legacy of empowering its audience with information and tools to help better their lifestyles and communities, on Jan. 1, 2008, it launched “Kick One, Pick One”. This pro-social initiative aims to encourage families to eat smarter, get fit and spend more time together. The Nick-at-Nite initiative runs on multiple platforms through: a series of public service announcements focusing on proper nutrition; getting families physically active and encouraging them to simply take time for family conversation; a website packed with information about the campaign, helpful tips and a family contract to measure their commitment; and an on-air, online and radio promotional campaign.

Let’s Just Play – www.nick.com/letsjustplay

For several years, the Let’s Just Play program has empowered kids with resources, tools and the information they need to live healthier lifestyles. Nickelodeon has committed millions of dollars and air time to health and wellness messaging, and has awarded approximately \$3 million in grants and through its “Let’s Just Play Giveaway” to schools and after-school programs to help provide resources that will create and expand opportunities for physical play. In November 2005, “Let’s Just Play” entered into a partnership with The Alliance for a Healthier Generation – an

initiative between the William J. Clinton Foundation and the American Heart Association – to combat the spread of childhood obesity. The three organizations combined forces on a comprehensive media and public awareness campaign, encouraging young people to engage in healthy and active lifestyles. Nickelodeon used the “Let’s Just Play” campaign and its multimedia platforms, and worked with the Boys & Girls Clubs of America and other partners, to reach millions of young people across the country and spread the message of the Healthier Generation movement.

Worldwide Day of Play – Nickelodeon’s Worldwide Day of Play, part of the Let’s Just Play program, is an entire day committed to the celebration of active play. During the Worldwide Day of Play, which takes place on a Saturday, when Nickelodeon typically has its highest audience, Viacom took Nickelodeon and Nick Jr. off the air and web – going completely dark on the channels and their companion web sites – for three hours to reinforce one simple message: turn the television off, get up, get out and go play! Along with Boys & Girls Clubs of America, the NFL, and thousands of local schools and community-based organizations, Nickelodeon hosts hundreds of events annually that take place within communities throughout the world. Nickelodeon’s Worldwide Days of Play have inspired millions of kids to go outside and be active.

Get Ready to Read – Nick Jr. is delivering on its mission to be “like preschool on TV” by committing to doing something about reading. The network has made early childhood literacy a curricular priority. In partnership with First Book, Nick Jr. has used its network, website and outreach to put books in the hands of kids who need them. The network is a passionate advocate of words – all kinds of words – and uses every possible opportunity to build its audiences’ vocabulary and their own love of language. Nick Jr. does this through song, its interstitials, and a wealth of online games. The channel even goes so far as to opportunistically include phonics, rhyme and other early literacy-based content into its on-air menus and promotions. Nick Jr. develops and airs series, like *Pinky Dinky Doo*, that enhance preschoolers’ listening and comprehension skills as well as their understanding of narrative elements like sequence, cause and effect, setting, and character. The *Get Ready To Read* campaign aims to build early literacy skills and awareness with the goal of generating 1 million new books for at-risk preschoolers.

Family Table: Share More Than Meals – Nick-at-Nite and TV Land’s Family Table: Share More Than Meals was created in 2003 to remind viewers about the emotional and social benefits that come from taking time to sit down and share with one another. Through a series of promotional spots the networks encourage viewers to experience the benefits of dining together. Research from the National Center for Addiction and Substance Abuse (CASA), a partner in Family Table: Share More Than Meals, shows that the more often children eat dinner with their families, the less likely they are to smoke, drink and use illegal drugs.

TeenNick – TeenNick’s pro-social strategy has been to partner with relevant organizations that tie thematically to its programs or individual episodes. Specifically:

HALO Awards

TeenNick’s *HALO Awards* is a new concept in awards shows featuring four mega-celebrities who do not receive the awards themselves—they give them out to deserving teens in support of their philanthropic causes. LeBron James, Alicia Keys, Hayden Panettiere and Justin

Timberlake join TeenNick Chairman Nick Cannon in an hour-long special presentation that recognizes, celebrates and rewards with scholarships real teens who are “Helping And Leading Others” (HALO) and working to make a significant difference in the world. Conceived, hosted and executive produced by Cannon, the *TeenNick HALO Awards*, in partnership with the Entertainment Industry Foundation, also features an exclusive personal message from First Lady Michelle Obama. TeenNick’s website, www.TeenNick.com, features information on each of the teens’ and celebrities’ organizations, as well as list extensive resources on how people can get involved on local levels throughout the year. In addition, teens are invited to share stories of others who are also making a difference.

Degrassi/PAX

TeenNick partnered with PAX Real Solutions to Gun Violence. PAX reports that in 80% of school shootings, the attacker told someone before he/she committed the crime. TeenNick created a public service announcement with Aubrey Graham (Jimmy from *Degrassi*) for PAX’s 1-866-SpeakUp, an anonymous phone line where viewers can report weapons threats at school. The PSA premiered during the episode of *Degrassi* where a school shooting took place. The PSA won a Beacon Award.

South of Nowhere/GLAAD

TeenNick’s *South of Nowhere* is the first prime-time series to partner with the Gay and Lesbian Alliance Against Defamation on its Be An Ally and Friend campaign. The cast filmed a PSA, directing viewers to the GLAAD.org site, where they could learn how to support their friends and loved ones in their coming-out process. The PSA premiered on-air during the Season Two premiere of *South of Nowhere*.

Give Some, Get Some Auctions

TeenNick auctioned off items from its shows and gave the proceeds to 4 different charities during the 2006 Holiday season. For 4 weeks, viewers were directed from the air to the network’s website to bid on real items from TeenNick original series. Each week a different show was featured. Week one (*Instant Star*) supported the Starlight Foundation, week two (*Degrassi*) the Food Bank for New York, week three (*South of Nowhere*) went to My Friend’s Place and Week Four (*Beyond the Break*) went to Oceana.

MTV NETWORKS

MTV’s A Thin Line – www.athinline.org

MTV launched A THIN LINE in December 2009 – a new broad-based, multi-year campaign that will empower America’s youth to identify, respond to, and stop the spread of digital abuse. Digital abuse is an emerging issue that includes behaviors like sexting, cyber-bullying and digital dating abuse, which affect upwards of 75% of young people today. MTV has built a coalition of the foremost authorities on these topics, and will address the issues through a series of thought-provoking PSAs, integration into MTV’s top-rated shows, innovative online and mobile tools, curricula, and a national challenge asking our audience to imagine high-potential digital antidotes to digital abuse.

MTV’s It’s Your (Sex) Life & GYT (Get Yourself Tested) - www.itsyoursexlife.com

It’s Your (Sex) Life is MTV and the Kaiser Family Foundation’s Emmy and Peabody Award-winning public information campaign on HIV/AIDS, other sexually transmitted diseases (STDs) and related sexual health issues. The partnership includes targeted PSAs, entertainment, special programming, news segments and free resources, including an informational guide developed

especially for the campaign and an extensive website. GYT (Get Yourself Tested) is a special extension of the campaign that, along with partners including the Planned Parenthood Federation of America and the Centers for Disease Control, encourages every sexually-active under-25-year-old to get tested for STDs.

MTV's SERVE.MTV.COM - www.mtv.com/serve

Serve.MTV.com enables young people to get involved with volunteerism and service opportunities in their local communities. The site was launched to help support President Obama's national community service initiative, "United We Serve," and in response to the Millennial generation's strong appetite for positive change. Serve.MTV.com brings "All for Good" (www.allforgood.org) and its unparalleled array of service opportunities directly to young people nationwide.

think MTV - <http://www.think.mtv.com>

think MTV has partnered with nearly 1,000 domestic and international organizations, providing a vibrant community where young men and women can get involved with issues that are important to them, like education, sexual health, discrimination, the environment and natural disasters, politics and global affairs. On [think.mtv.com](http://www.think.mtv.com), activists can find resources, news and information about a diverse range of initiatives.

MTV's Tr3s' Voces - <http://think.mtv.com/Groups/voces>

As part of its mission to provide a voice for young Latinos in the U.S., and in response to the alarming rate at which Latinos are dropping out of high school, MTV Tr3s created Voces, a multiplatform pro-social campaign to empower Latino youth to graduate high school and prepare for college and beyond. In addition, Voces focuses on education, immigration, Census 2010, as well as other pro-social issues relevant to MTV Tr3s' audience.

Hope for Haiti Now - <https://www.hopeforhaitinow.org/Default.asp>

Produced by MTV Networks and George Clooney, "Hope for Haiti Now: A Global Benefit for Earthquake Relief" has raised more than \$66 million to date in donations and digital download sales to benefit Oxfam America, Partners in Health, the Red Cross, UNICEF, United Nations World Food Program, Wyclef's Yelé Haiti Foundation, and the Clinton Bush Haiti Foundation. "Hope for Haiti Now" aired on Friday, January 22nd to an audience of more than 83 million viewers in the United States across dozens of cable and broadcast networks, and featured performances and appearances from some of the biggest names in music, film, and television.

MTV's 16 and Pregnant - http://www.mtv.com/shows/16_and_pregnant/season_1/series.jhtml

MTV's 16 and Pregnant is an hour-long documentary series focusing on the controversial subject of teen pregnancy. Each episode follows a 5-7 month period in the life of a teenager as she navigates the bumpy terrain of adolescence, growing pains, rebellion, and coming of age; all while dealing with being pregnant. Each story offers a unique look into the wide variety of challenges pregnant teens face: marriage, adoption, religion, gossip, finances, rumors among the community, graduating high school, getting (or losing) a job. Faced with incredibly adult decisions, these girls are forced to sacrifice their teenage years and their high school experiences. But there is an optimism among them; they have the dedication to make their lives work, and to do as they see fit to provide the best for their babies.

MTV's Teen Mom - http://www.mtv.com/shows/teen_mom/series.jhtml

MTV's Teen Mom is a spinoff of the popular reality series *16 & Pregnant*. *Teen Mom* follows four mothers featured on *16 & Pregnant* as they continue life during their first year after giving birth. Each episode interweaves these stories revealing the wide variety of challenges young mothers can face: marriage, relationships, family support, adoption, finances, graduating high school, starting college, getting a job, and the daunting and exciting step of moving out to create their own families.

MTV's The Buried Life - http://www.mtv.com/shows/buried_life/series.jhtml

MTV's The Buried Life explores the exciting wonders of human potential and the exhilaration of going after one's dreams - those dreams often buried by everyday life. The show follows four young men on an epic quest to prove that anyone can do anything. With cameras rolling, Duncan, Ben, Jonnie and Dave set out with a list of 100 dreams they want to accomplish before they die. For every goal they achieve on their list, they help a stranger do something on theirs, such as help a group of underprivileged kids get a new computer for their inner city school in Compton, connect a father to the son he has not seen in 17 years and help a blind man relive a childhood memory of riding a horse.

MTV's The Real World - http://www.mtv.com/shows/real_world/Washingtondc/series.jhtml

MTV's The Real World launched the modern reality television genre and is the longest-running reality series in history. Past seasons have taken place in New York, Los Angeles, San Francisco, London, Miami, Boston, Seattle, Hawaii, New Orleans, Chicago, Las Vegas, Paris, San Diego, Philadelphia, Austin, Key West, Denver, Sydney, Hollywood, Brooklyn, Cancun, and D.C. The first season, set in New York City, debuted in 1992. Each season, the show brings eight young adults to live together in a new city and rolls the cameras 24-7, witnessing as their lives intersect, their ideas are challenged and their passions emerge. The third season, *The Real World: San Francisco*, which aired in 1994, depicted the life of Pedro Zamora, one of the first openly gay men with AIDS to be portrayed in popular media. After his death on November 11, 1994 (mere hours after the final episode of his season aired), he was lauded by then-President Bill Clinton.

MTV's True Life - <http://www.mtv.com/shows/truelife/series.jhtml>

Since its first episode in 1998, *True Life* has provided a window into the struggles, hopes, and dreams of young people. Narrated solely by its characters, each episode documents the unusual – and often remarkable – circumstances of real individuals, whether it is about soldiers returning from Iraq, deaf teenagers, or people living with autism. “True Life” has given all of them – and hundreds of others – the opportunity to tell their own stories directly to their peers in this powerful series that uniquely reflects the experiences and cultures of this generation. Here are just some of the episodes featured over the years:

“Fatal Dose: Heroin Addiction” (1998)	“I’m Driving While Black” (1999)
“I’m on Ecstasy” (2000)	“I’m Hooked on Oxycotin” (2001)
“I’m in Therapy” (2002)	“I’m a Binge Drinker” (2003)
“I Have an Eating Disorder” (2003)	“I’m on Adderall”(2003)
“I’m Shipping Out” - First foray into	“I’m Living in Iraq” (2004)

covering the war in Iraq (2003)	
“I’m Gay and I’m Getting Married” (2004)	“I’m in an Interracial Relationship” (2004)
“I’m Obese” (2004)	“I’m Coming Home From Iraq” (2005)
“I Have Obsessive Compulsive Disorder” (2005)	“I’m on Steroids” (2006)
“I Have Gay Parents” (2006)	“I Don’t Fit In” (2006)
“I’m Returning to the Gulf Coast” (2006)	“I’m Addicted to Crystal Meth” (2006)
“I Have Tourette’s Syndrome” (2006)	“I’m Out” (2006)
“I’m in an Interfaith Relationship” (2007)	“I’m In Debt” (2007)
“I Have Autism” (2007)	“I Self-Injure” (2007)
“I Live on the Border” (2007)	“I’m Supporting My Family” (2007)
“I’m Pregnant” (2007)	“I Live In The Projects” (2007)
“I’m Going To Rehab” (2007)	“I’m an Alcoholic” (2008)
“I Need Anger Management” (2008)	“I Have Schizophrenia” (2008)
“I Live Another Life On the Web” (2008)	“I Can’t Stay Thin” (2008)
“I Have Post Traumatic Stress Disorder” (2009)	“I’m Addicted To Meds” (2009)
“I Can’t Sleep” (2009)	“I’m Placing My Baby for Adoption” (2009)
“I’m Bisexual” (2009)	“I’m Changing My Sex” (2009)
“I Have Broke Parents” (2009)	“I’m Homeless” (2009)
“I Can’t Leave My Boyfriend” (2009)	“I’m a Gambler” (2010)

MTV’s Taking the Stage – http://www.mtv.com/shows/taking_the_stage/season_2/series.jhtml
Taking the Stage is back for a second season to capture all the drama, competition and relationships in the lives of the talented students at Cincinnati’s famed, School for the Creative and Performing Arts. New to the school is an aspiring rapper, a pop-country singer and a brand new singer-songwriter who steps into the shoes of the now graduated, Mia. MTV follows these kids as they balance the pressures of high school life while pursuing their dreams of becoming stars. With these pressures also come other problems, like body image issues, as one student struggles with an eating disorder.

BET NETWORKS

BET Foundation – www.ahealthybet.com.

The BET Foundation is a nonprofit organization devoted to promoting healthy eating and lifestyle habits among African Americans, with the goal of reducing the prevalence of obesity, cardiovascular diseases, diabetes, some forms of cancer, mental health disorders and other associated health conditions. The BET Foundation spreads the word through its national campaign, “A Healthy BET,” which features celebrity public service announcements (PSAs), programming vignettes, community programs, journal and brochure publications, a toll-free information line and a dedicated Web site. BET Foundation programs include:

The annual **BET Summer Camp for Girls** is a residential camp program designed to address childhood obesity and to promote healthier lifestyles through health literacy,

nutrition, fitness, exercise, positive thinking, and self-responsibility. The goal is to help young African-American girls, ages 10-12 to make healthier lifestyle choices while understanding the key-risk behaviors that can lead to obesity and cardiovascular diseases in adulthood. Girls participate in a comprehensive program, which include nutrition seminars, daily exercise, sports, creative and therapeutic arts, group and one-on-one guidance counseling and a myriad of fun, age-appropriate play activities. Participating girls are referred to a 4-month after-camp program, which expands on the camp health, nutrition and fitness curriculum.

Health Education & Active Learning (H.E.A.L.) Academy *sponsored by the Aetna Foundation*, teaches girls to analyze, evaluate and make healthier lifestyle choices and empowers them with the knowledge, skill and opportunity to become active health advocates for policy changes in their schools, families and neighborhoods. Designed as an after-school program curriculum administered, this initiative serves as a guiding instrument for addressing the rising obesity rate in children; leveraging the critical role parents, teachers and the community play in reversing the epidemic of childhood obesity. Estimated annual operating budget is \$250K.

VIACOM

Get Schooled – www.getschooled.com

Get Schooled is a 5-year partnership between the Bill and Melinda Gates Foundation and Viacom, including its divisions - MTV Networks, BET Networks and Paramount Pictures. Get Schooled is a national platform that connects, inspires and mobilizes people – from policymakers and corporate leaders to communities and kids – to find effective solutions to the problems facing the American education system. It provides resources and information, community outreach and creative programming around the education crisis. The initiative combines the Gates Foundation’s deep knowledge of education reform with the power of Viacom’s diverse brands. The specific goals of the campaign are to increase high school and college graduation rates, improve post-secondary readiness, and promote the fundamental importance of education.

This five-year partnership will manifest in six key areas:

- Building National Awareness
- Creative Content and Programming
- Mobilizing Influentials
- Community Outreach
- Viacom Affiliate Partnerships
- Employee Engagement

In addition, the Viacom Research team is embarking on a landmark research study with the Gates Foundation on media and education. The initiative was launched on September 8, 2009 through an unprecedented 30 minute back-to-school/education special called *Get Schooled: You Have the Right*. The program aired simultaneously on the following Viacom networks: BET, BET J, CMT, CMT Pure Country, COMEDY CENTRAL, Logo, MTV, MTV Jams, MTV Hits, MTV2, mtvU, Nick at Nite, Nickelodeon, Nicktoons, Nick Jr., Spike TV, TeenNick, TV Land, VH1, VH1 Classic and VH1 Soul. Subsequent Get Schooled programming initiatives will include news specials, messaging and branding during awards shows and other “tentpole” programming, integration in scripted programming, home video integrations and a broad presence on our digital portfolio.

The initiative also features a website at www.getschooled.com. The site will help build communities and engage parents, students, and teachers – providing information on ways they can take action and giving them real facts about the importance of staying in school. The site will also give students the opportunity to weigh in on and kick-off the development of the Education Bill of Rights, where users can tell us and you what they want to see in the American education system.