



FCC E/I Children's Programming Production Statement

Program Producer: The National Theatre for Children, Inc.

Effective: 9/1/10 for the 2010-11 Season

22 episodes x 30 minutes

Age group: K13-16/TV-G

Barter Split: 3.5/3.5

Closed Captioning:

Programs will be delivered to stations fully Closed Captioned.

FCC E/I:

- Program Producers verify that they follow guidelines as outlined by the FCC in order for this program to be classified as an FCC Children's Television Educational informational Program for kids primarily up to age 16. The show is targeted to children ages 13-16 for the 2010-11 television season.
- Program Producers will deliver the program to station with the FCC's required E/I logo on screen for the entire duration of the program (not necessary during commercial time.)

Commercial Limits:

- Program Producers will keep total commercial time within the program to 7:00 or less.
- Program Producers will provide *Mad About...* to stations with no more than 3:30 of barter commercial time.

FCC E/I compliant website:

- Program Producers warrant that www.madabout.tv will remain in full compliance with FCC regulations.
- Additionally, Program Producers will neither mention nor show onscreen any website inside the program content of *Mad About...* with the exception of: <http://www.madabout.tv>, <http://www.nationaltheatre.com>, and non-profit organizations dedicated to initiatives and education that are featured in the show.
- Program Producers agree to maintain the website <http://www.madabout.tv> in a manner in compliance with the FCC Kids E/I guidelines.

No Host Selling:

- Program Producers will not use any program character, host, or the program's name to endorse any product within the program nor during any commercial time during the program.
- Program Producers will not use any program character, host, or the program's name to endorse any website or web product within the program itself nor during any commercial time within the program.

Produced and Distributed by:

The National Theatre for Children, Inc.
Ward Eames - Executive Producer
2733 Park Ave, Minneapolis, MN 55407
612-341-0882 Fax: 612-341-2277
weames@nationaltheatre.com



Mad About... Educational content based on national educational standards in Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness for 2010-11.

1. Higher levels of education affect your future salary
2. Understanding peer pressure
3. What is a savings account
4. What is climate change
5. What is household hazardous waste pollution
6. The difference between Go, Slow, and Whoa foods
7. What is empathy
8. How to conserve water
9. Wages are based on job demand and skills
10. Loans require you to pay interest
11. What is risk and insurance
12. How are wages related to take home pay
13. The importance of eating a variety of foods
14. What is bully prevention
15. How do we make choices with our money
16. What is the difference between credit and debit cards
17. What are Non-renewable resources
18. How do we make choices with limited resources
19. What is income
20. The importance of learning a variety of skills
21. What is littering
22. What is a product recall and why is it important
23. Why is Portion size important
24. The importance of understanding risk
25. How electricity is made
26. What is Energy
27. How to make health snack choices
28. The importance of starting a savings habit while you are young
29. What is compound interest
30. The importance of personal budgeting
31. How to make a spending plan with my parents
32. What are greenhouse gases
33. What is credit and how to use it wisely
34. What is conflict resolution
35. Understanding needs vs. wants
36. How to comparison shop
37. Understanding that exercise can be many things
38. What are taxes
39. What is risk and management
40. Understanding that you are responsible for your own decisions
41. Understanding loans and repayment process
42. What is credit card protection and why is it important
43. What is Renewable energy
44. What is cyber bullying
45. Understanding how people pay taxes on different types of income
46. What is the food guide pyramid
47. What is energy efficiency
48. Understanding how to choose healthy snacks
49. What is air pollution
50. How to get info from variety of sources before making decisions
51. The difference between a loan and cash
52. The importance of 60 minutes of exercise per day
53. What is energy balance
54. Understanding how much of your income to save
55. Understanding payroll deductions
56. What is opportunity cost and why is it important
57. Understanding interest payments and loan balances
58. What are examples of earned and unearned income
59. Understanding what goals to save for
60. Difference between teasing and kidding
61. Understanding minimum credit card payments



In accordance with the 1990 Children's Television Act (CTA) intended to increase the amount of educational and informational programming for children on television, ***Mad About...*** clearly meets the goals of providing children and young teens with a television show that meets CORE requirements of the FCC as follows:

- I. ***Mad About...*** provides CORE programming in the area of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness that tie to state and national education standards. ***Mad About...*** explores being "green" and understanding how our actions impact the world. The ***Mad About...*** team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention.
- II. ***Mad About...*** uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the ***Mad About...*** cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills.
- III. The ***Mad About...*** website that can be easily accessed by parents and educators providing a clear description of the program and types of topics covered. It will also provide a listing of the days and times shows are aired on broadcasting stations through the USA. Advanced notice of programming will also be available to parents and consumers by the website.

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