

CHILDREN’S EDUCATIONAL TELEVISION

WMBC-TV is proud to offer substantial amounts of programming designed to meet the educational and informational needs of children. The following description is intended to provide an overview of the Federal Communications Commission (“FCC”) requirements relating to children’s programming, and to assist parents in identifying children’s programs that satisfy FCC guidelines.

According to the FCC, children in the United States on average spend more than three hours a day watching television. To address this situation, Congress enacted the Children’s Television Act (“CTA”) in 1990. The CTA requires each broadcast television station to serve the educational and informational needs of children through its overall programming, including programming specifically designed to meet these needs, known as “Core” programming. The CTA also limits the amount of time broadcasters and cable operators can devote to advertising during children’s programs.

The FCC has adopted rules and guidelines to carry out the CTA’s educational programming mandate. Under these rules, television stations must:

- Air at least three hours per week of Core children’s programs, including on a station’s multicast streams;
- Identify Core programs by displaying the “E/I” symbol throughout the program; and
- Provide parents and consumers with advance information about Core programs, including scheduled broadcast times.

Core Programming

Core programming is specifically designed to serve the educational and informational needs of children 16 years of age and under, including the child’s intellectual/cognitive or social/emotional needs. In addition, Core programming:

- Serves the educational and information needs of children as a significant purpose;
- Is at least 30 minutes in length;
- Is aired between the hours of 7:00 a.m. and 10:00 p.m.;
- Is a regularly scheduled weekly program; and
- Is identified as specifically designated to educate and inform children by the display of the “E/I” symbol on the television screen throughout the program.

E/I Symbol

The “E/I” symbol is intended to identify Core children’s programming. “E” stands for “Educational,” which means that the program may be useful in a child’s learning process, either in school or in their social and emotional development. “I” stands for “Informational,” which indicates that the program contains subject matter that might expose the child to a new topic, provide additional details on an area of interest, or stimulate a child’s curiosity to explore further on their own.

The “E/I” symbol appears as an on-screen graphic throughout the duration of each Core children’s program broadcast by WMBC-TV. In addition, the WMBC-TV program schedule available on our website identifies each Core children’s program with the E/I symbol, both on schedules for our primary channel and our supplemental digital channels. Finally, we provide information to third party program guide publishers (whether print or on-line), including the program’s target audience age range, so that they can identify Core children’s programs on their program guides. This information is delivered to program guide publishers in the appropriate foreign language based on the particular program.

As required by the FCC, WMBC-TV files a quarterly report identifying the Core children’s programming broadcast during the preceding quarter and detailing other efforts to comply with our educational programming obligations. Copies of these reports are available on our website, <http://wmbctv.com>; from the station’s online public inspection file at <https://stations.fcc.gov>; or from www.fcc.gov/encyclopedia/childrens-educational-television-reporting-form-398.

Questions or comments regarding WMBC-TV’s children’s programming offerings may be directed to:

Hansen Lau
99 Clinton Road
West Caldwell, NJ 07006
hlau@wmbctv.com

WMBC-TV hopes you will enjoy watching our wide variety of children’s programs!