

WONDERAMA

FCC E/I Children's Programming Production Statement

Program Producer: WONDERAMA HOLDINGS,LLC

Effective: 9/9/17 for the 2017-18 Season 26 episodes x 30 minutes

Age group: K13-16/TV-G

Barter Split 4:00N/3.30L

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.

Program Producers will deliver 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 8:00 or less.

Program Producers will provide WONDERAMA to stations with no more than 4:00 of barter commercial time.

FCC E/I compliant website: Program Producers warrants that WONDERAMA is in full compliance with FCC regulations. Additionally, Program Producers will neither mention nor show onscreen any commercial website inside the program content of WONDERAMA with the exception of the series website <http://www.wonderamatv.com>

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

PRODUCED/DISTRIBUTED by WONDERAMA HOLDINGS, LLC

“WONDERAMA”

E/I Overview

HISTORY

WONDERAMA is the 40-year phenomenon that was the first television show that brought pop culture to kids and created an indelible emotional attachment. It gives them their world – their way. Celebrities, music, games, news and sports all brought to them in a totally immersive, interactive experience. WONDERAMA based in New York, with national distribution in Los Angeles, Minneapolis, Washington, D.C. and Louisville and eventually evolved into the ABC network EMMY Award winning children’s series, “Kids are People Too”.

PROGRAM OVERVIEW

The magic of WONDERAMA was re-launched in January 2017. The history of WONDERAMA is energized with a new modern thirty-minute format for Fall 2017. Once again WONDERAMA will deliver to teens – their world, their way – through a totally interactive and immersive experience.

GENERAL EDUCATIONAL MISSION, GOALS, RATIONALE AND METHODOLOGY

- WONDERAMA’s general educational mission is to create a program environment that promotes the growth and development of teens.**
- The goal of WONDERAMA is to construct a learning environment that uses broadcast television and supportive online media to engage teens and motivate their awareness through examples of community involvement, artistic performance and targeted educational segments.**

- **The key issue for learning is engagement and motivation, which helps teens build confidence and develop focus. Successful engagement and motivation around current topics equals knowledge, and offers an enhanced opportunity for teens to enrich their understanding of key subjects and disciplines.**
- **Educational materials will be framed within specific program segments. These weekly segments will be available to our audience both in show and online. Topics will utilize themes from popular culture and common experience, in order to encourage learning from the simple to the complex and to reveal educational and teaching moments from everyday life. Meaningful content and active relationships provide the basis for learning.**
- **WONDERAMA will focus on subject categories in support of the overarching construct experience: STEM (Science, Technology, Engineering, Mathematics), Culinary Skills, Financial Literacy, Community Involvement and the Performing Arts.**
- **WONDERAMA uses the technique of demonstrations, performance and on location segments to teach, entertain and inspire teens.**
- **The diverse and dynamic group young people and experts appearing each week on WONDERAMA provide the enthusiasm to inform teens and their families about important issues and life skills.**
- **The WONDERAMA website that can be easily accessed by parents and educators providing a clear description of the program and the topics covered.**

EDUCATIONAL EXPERT: DR. JON SYNDER

EXECUTIVE DIRECTOR OF THE STANFORD CENTER FOR OPPORTUNITY POLICY IN EDUCATION AT THE STANFORD UNIVERSITY GRADUATE SCHOOL OF EDUCATION

Jon Snyder began his career as a primary grades schoolteacher in Vancouver, Washington. He has also worked in curriculum development and as a staff developer.

Since receiving his doctorate from Teachers College, Columbia University, Jon has worked as a researcher and a teacher/educator at Teachers College; the National Center for the Restructuring of Education, Schools, and Teaching; the National Commission on Teaching and America's Future; the University of California, Santa Barbara; and as chief academic officer/dean of the College at Bank Street College of Education. He remains engaged in researching teacher learning, conditions that support teacher learning, and the relationships between teacher and student learning.

Jon has written extensively on issues related to teacher preparation practice and policy. Much of his work has been focused on teacher development—from preparation and induction through retirement—performance assessment, and progressive pedagogy.

PROGRAM SPECIFICS

“Wonderama”, the storied television phenomenon that brought popular culture to kids for over four decades continues this Fall in a revised thirty-minute format.

Each week Wonderama will deliver:

- Kids lifestyle programming
- Family friendly entertainment vehicle & media platform that is educational, experiential and interactive
- Based in New York – with guests from around the US

- **360 interactive experience – broadcast, social and digital**
- **Weekly program – 30 minutes in length**
- **Targets audience ages 13-16**
- **Program segments run 3:00-3:30 minutes in length**
- **Recommended time slot: Saturday/Sunday**

Jon Snyder, Executive Director

August 24, 2017

To Whom It May Concern:

I have read the mission statement of Wonderama, seen descriptions of their projected shows, had several conversations with the people involved in creating the show, and reviewed the FCC Guide for Children's Educational Television. Based upon this information, I am confident that Wonderama exceeds the standards for Children's Educational Television. Their proposed programs provide timely, relevant and engaging content for both females and males between the ages of 13 and 16. In addition, their range of integrated content offers multiple opportunities to understand and apply "content" in the viewers' own lived experience. The content provided, and the approaches used to deliver that content, have the potential to support the growth and development of the young viewers of the program.

Sincerely,



Jon Snyder
Executive Director
Stanford Center for Opportunity Policy in Education

September 1, 2017

To Whom It May Concern,

I have reviewed multiple episodes of "Cool Science" on Wonderama, spoken with individuals involved in the production of the show and reviewed their mission statement. I have also had the opportunity to speak with MCNY faculty about the standards for science in educational programs.

I find the science segments (including episodes on chemistry, physics, astronomy and zoology) on Wonderama to be visually engaging and humorous, qualities needed to help young people understand the world and interest them in exploring science further. Science content is also infused in segments that are not necessarily identified as "Cool Science" such as the segment on recycling which includes environmental science, math and social action activities. The show makes science "fun" and provides opportunities for viewers to apply it to their own lives, without being heavy handed that this is "SCIENCE". In addition, the show has high impact, short segments and the science segments are interspersed with dance, music, game and cooking segments (using participants from Master Chef Junior). The format of the show and personality of the hosts makes science easily accessible to its viewers by placing it within the context of activities they enjoy.

Sincerely,



Adele Weiner, Ph.D., L.C.S.W.

Dean, Audrey Cohen School for Human Services and Education

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