



kids cooking productions, LLC

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KIDS COOKING FOR KIDS

March 3, 2010

In accordance with the 1990 Children's Television Act (ATC) intended to increase educational and informational programming for children on television, Kids Cooking for Kids clearly meets the goals of providing children with a television show that meets CORE requirements of the FCC as follows:

1. Kids Cooking for Kids' website can be easily accessed by parents and provides a clear description of the types of programming offered. Advanced notice of programming is available to parents and consumers on the website.
2. Kids Cooking for Kids provides CORE programming in the area of cooking, nutrition, exercise and community involvement. Mike and Will bring cooking to a young audience who can easily relate to, not just one, but two of their own. Being able to cook is a great way for kids to contribute to the family, as well as giving them a sense of pride and accomplishment. Just as important, is the ability to help make the family budget go farther by encouraging everyone to eat at home more often. Eating a meal together is also a great way for family members to spend time together on a regular basis. Kids should encourage their parents to join them at the dinner table, it should be a place to relax and enjoy the meal, as well as an opportunity to have a family conversation. Cooking is also a wonderful way to bring the family together, but when it's done by the kids, it gives parents a break from the kitchen. And finally, Kids Cooking for Kids wants to spread the word on child hunger. There are millions of children around the world who do not get enough to eat. Mike and Will show kids how they can help make sure no child goes hungry.
3. Kids Cooking for Kids uses the technique of near peer mentors i.e., children to teach other children. Each episode employs the hosts, Mike & Will to appeal directly to young people, as well as their parents. The adults in the show provide professional expertise, but the young hosts are the primary focus and draw of the program. Their youthful interaction make kids feel comfortable and allows the learning process to have a greater impact.

Bruce Amos
Parent and Producer

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FCC E/I Children's Programming Production Statement
Effective 3/3/10 for the 2010-2012 Season
E/I: K13-16 / TV-G / Barter: 3.5/3.5

Closed Captioning

Programs will be delivered to stations fully Closed Captioned.

FCC E/I

- * Kids Cooking Productions verifies 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 2010-2012 season.
- * Kids Cooking Productions will deliver the series to stations with the FCC's required E/I logo on screen for the entire duration of the program.

Commercial Limits

- * Kids Cooking Productions will keep total commercial time within the program to 7:00.
- * Kids Cooking Productions will provide Kids Cooking for Kids to stations with no more than 3:30 of barter commercial time.

FCC E/I compliant website

- * Kids Cooking Productions warrants that Kids Cooking for Kids is in full compliance with FCC regulations.
- * Additionally, Kids Cooking Productions will neither mention nor show onscreen any website inside the program content of Kids Cooking for Kids with the exception of:
 - <http://kidscookingforkids.com>
 - <http://kidscookingforkids.tv>
 - <http://kidscookingproductions.tv>
- * Kids Cooking Productions agree to maintain the in a manner in compliance with the FCC Kids E/I guidelines.
- * Kids Cooking Productions agrees to give stations 5 days notice prior to adding any ads, logos or potentially commercial material to the website in order for stations to review material.

No Host Selling

- * Kids Cooking Productions 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.
- * Kids Cooking Productions 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 by:

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