

# **FACT SHEET VIRUS ATTACK**

**SERIES TITLE:** Virus Attack

**DISTRIBUTED BY:** Showplace Television Syndication  
312-945-8828

**FEEDS:** PMI - 412-281-5900

**START DATE:** Monday, September 26, 2011

**LENGTH:** ½ hour – TRT: 28:30

**BARTER:** 3.5/3.5

**FORMAT:** The series will be delivered in SD with three commercial breaks and will be Closed Captioned.

**FCC INFORMATION:** Virus Attack is E/I for Kids 13-16 with a TV-G rating.

**NIELSEN CODE:** Long Name – Virus Attack  
Short Name – Virus Attack

## **AFFIDAVITS**

Report all broadcasts, episodic and commercial preemptions and make-goods to Showplace. Affidavits of performance for each Showplace program licensed to your station must be returned within 10 days of the end of each broadcast month. Please notify Showplace of all preemptions as soon as possible. Affidavits must be signed and dated by a representative of the station.

Affidavits should be addressed to:

Showplace Television Syndication  
Attn: Sales  
3023 N. Clark St. #890, Chicago, IL 60657  
Fax: 206-984-4179  
email: [sales@showplaceonline.com](mailto:sales@showplaceonline.com)

**PRODUCER STATEMENT**

**AND**

**EDUCATOR'S LETTERS**



# VIRUS ATTACK

TV-G – E/I K13-16

WEEKLY HALF-HOUR CLOSED CAPTIONED BARTER 3.5/3.5 TRT 28:30

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

1. Making choices in life is an ongoing subject. A challenge faced by all children in this category.
2. Contemporary issues such as bullying, peaceful coexistence, establishing trust and courtesy are faced and resolved in the episodes.
3. Responsibility and selfless behavior are presented in a positive and encouraging manner.
4. Themes in each episode emphasize the importance friendship, taking responsibility for your actions and fair play.

## Program Producers:

Mondo TV S.p.A.  
Via Brenta 11  
00198 ROMA

ITALY  
Mr. Matteo Corradi  
Matteo.corradi@mondotv.it  
T +390686323293  
F +390686209836

**Program Editor for USA:**

AudioWorks Producers Group  
Mr. Kip Kaplan – Producer  
audioworks1@verizon.net  
20 W. 22nd St. #814, New York, NY 10010  
917-293-2787 Fax: 845-268-6403

**Closed Captioning:**

Programs will be delivered to stations fully Closed Captioned.

**FCC E/I:**

Mondo TV, verifies that they will 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. Virus Attack is targeted to children ages 13-16.

Virus Attack will be delivered to stations with the FCC's required E/I logo on screen for the entire duration of the program (except during commercial time.).

**Commercial Limits:**

Commercial time within the program will be kept to 7:00 minutes or less. Virus Attack will be delivered to stations with no more than 3:30 minutes of barter commercial time.

**FCC E/I compliant website:**

Virus Attack is in full compliance with FCC regulations.

Mondo TV will neither mention nor show onscreen any commercial website inside the program content of Angel's that does not meet FCC Guidelines.

Mondo TV warrants that when the website is put up, the website will be maintained in a manner in compliance with the FCC Kids E/I guidelines. Mondo TV 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:**

Mondo TV 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.

Mondo TV 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.

Distributed by:  
Showplace Television Syndication  
on behalf of  
Mondo TV S.p.A.

RENEE SUMMERS, M.S.W., L.C.S.W., B.C.D.  
708 CHURCH STREET, SUITE 229  
EVANSTON, ILLINOIS 60201  
(847)475-0620      [sumrenee@gmail.com](mailto:sumrenee@gmail.com)

March 24, 2011

## **Review: Virus Attack**

I have reviewed several episodes of "Virus Attack" and believe that it creatively depicts themes of normative adolescent development and also captures the adaptive transformation and potential of this turbulent stage. "Virus Attack" would be both easy to relate to as well as entertaining and educational for the 13-16 year-old age group.

Immediately and intensely the series draws the teen almost viscerally through the quick pace of the gorgeous, almost psychedelic visuals and the pulsating, catchy inclusive lyrics "we 're all in this together," "Just like you and me." The plot quickly unfolds with an urgency "it is now or never...we have to save humanity from wickedness, hate, violence and pollution." The temporal frame is contemporary and shows teens engaged in usual adolescent activities---eating, playing sports, shopping, driving cars, flirting and using electronics to kill the bad guy/germs. Age-appropriate developmental conflicts emerge within this framework. The viewer learns that David, the protagonist, has not been in contact with his scientist father who may know how to save the world. Adolescence, brought on by pubescence, is an effort to achieve emotional and psychological separation from the parents and to make sense of the world. As such, it is a time of inner turmoil, and this turbulence is well depicted in the narrative of the film. "Virus Attack" has its main characters chant this adolescent mantra: "We need to figure it out, to control our bodies and our minds."

As a child and adolescent psychodynamic psychotherapist of 30 years, I strongly believe that in order to understand oneself and one's world, one needs to introspect and in the words of "Virus Attack" "sort things out." Indeed, it is my experience that development of one's own identity is a process of "reconfiguring and transforming" the sense of self. Because the writer seems to have an almost intuitive knowledge of this psychological principle, the teen is drawn deeply into this multi-layered narrative. The film treats the most poignant issues with which today's adolescents grapple, making it an attractive narrative for today's youth.

Furthermore, the series promotes critically important values, such as the importance of relationships and friendships, the value of taking responsibility for one's actions, altruism, and the contribution women make in solving dilemmas. Humor underscores these messages "Never try to outsmart a woman, especially one who has 5 older brothers." Also, it reinforces the societal norms of working

hard and solving problems as a team to learn new knowledge and skills. In addition, "Virus Attack" conveys the message that adults have a responsibility to care for the younger members of society because it is the right thing to do. The series makes it clear: parents should be involved with their children.

As a long-standing member of the Citizen's Advisory Board of the Public TV station in Chicago and past chairman of the programming committee, I understand the importance of having educational, stimulating and interesting programming for children and adolescents. "Virus Attack" is definitely one glittering example of such a program. Because it is not simplistic, "Virus Attack" respects the complexity of today's world and would be both exceptionally appealing and psychologically beneficial for the 13-16 year old struggling with the developmental dilemmas that confront today's youth.

## **- Professional Bio -**

Renee Summers received her M.S.W. from the University of Michigan in 1975. Additionally, she holds a Certificate in Child and Adolescent Psychotherapy from the Chicago Institute of Psychoanalysis (1989). Ms. Summers has over 30 years experience in providing individual psychotherapeutic services to children, adolescents and adults in a variety of settings-schools, clinics and her own private practice. She has taught, lectured, supervised and developed creative programs for teachers, students, parents and the mental health community on diagnostic and treatment topics as well as consulted and devised custody arrangements. Ms. Summers serves on the Professional Advisory Board of the Mental Health Association of the North Shore, on the Community Advisory Board of Metropolitan family Services, was a past president of the Association of Child and Adolescent Psychotherapists and is on the Community Advisory Board of the Public TV station WTTW.



**Principal**  
Ms. Nneka H. Gunn

**Assistant Principals**  
Mr. Robert A. Gomez  
Mr. Grant Varvaris

11-26-10

## **Educational Review Virus Attack**

Virus Attack is a series that depicts pollution as DNA infected by viruses, which are infecting a city with the sole purpose of destroying it. The three main characters, David, Alice, and George represent the anti-viruses who are trying to help. David has become the power to ward off the evil viruses. His father, Professor Amaldi, has devoted his life to finding a solution to the evil gene of wickedness. It is an interesting metaphor for pollution.

The series shows elements of courage, friendship, and problem solving. Although the concept is far-fetched, it brings enough science concepts to make it plausible.

This would be an excellent venue to discuss the issues of pollution in our modern world. Concepts of what is causing pollution and how students can help to solve some of these problems are the issues young people face today. They very often feel powerless and this show's characters give them great role models to try and problem solve the issues of pollution. There are no mixed messages in this series.

I am currently a fifth grade teacher and also working in an after school program with 6th through 8th grades. The show has qualities of discussion with these levels.

Rosemary Giarratano

**Professional Bio:  
Rosemary Giarratano**

B.A. in Elementary Education from Elmhurst College  
Masters of Education in Instructional Leadership from U.I.C.  
Reading Specialist

Rosemary Giarratano is currently a Fifth Grade teacher at Eberhart Elementary School in Chicago for the past eleven years. She does the professional development in that same school for Writing for the third through eighth grades. She has done 'Battle of The Books' for the past four years at the fourth through sixth grade level and the seventh and eighth grade level. Rosemary has attended The Illinois Writing Project in a three-week summer program and is actively involved in the project. She is currently involved in a research project with the Arts and Writing.