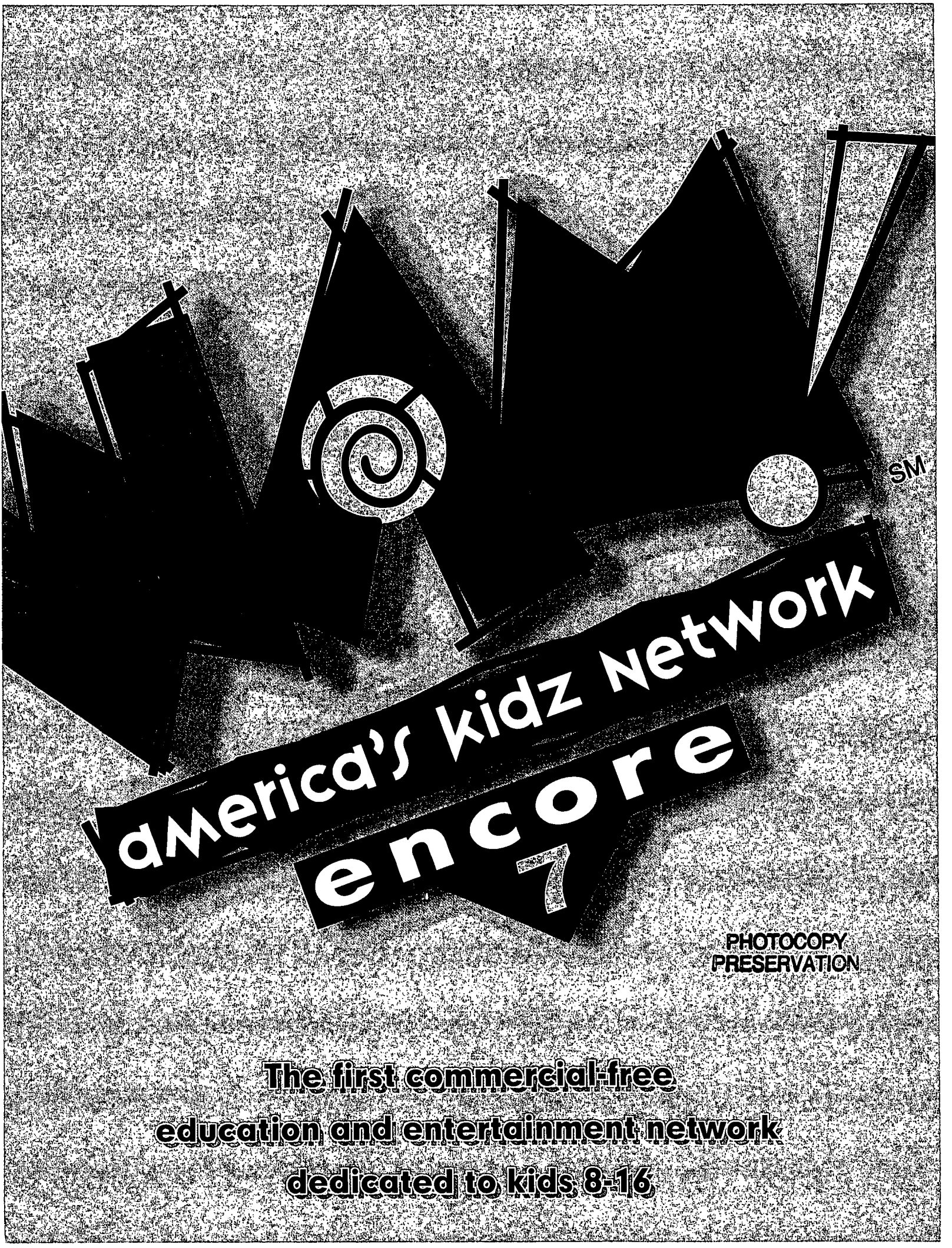




America's kidz Network
encore
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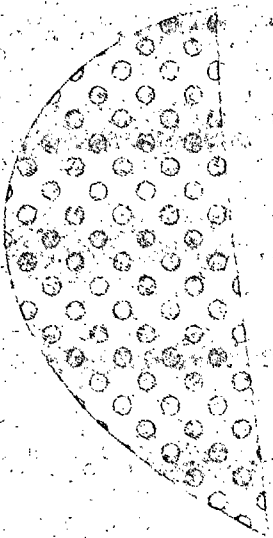
PHOTOCOPY
PRESERVATION

**The first commercial-free
education and entertainment network
dedicated to kids 8-16**



an encore channel™

- ✱ **Generation Hope:** Voices for Change is an ongoing anti-violence project addressing one of the most pressing issues of our times – school safety. Developed by Littleton, Colorado-based WAM! America's Kidz Network, the only commercial-free channel dedicated entirely to adolescents and the largest daily provider of subject-specific education targeted at "middle-aged" children 8-16, **Generation Hope** gives voice to real kids who inspire others to make the world a better place.
- ★ WAM!'s mission to motivate, problem-solve and promote respect is manifested in **Generation Hope** in multiple ways. Rallying cries and short feature interstitials are seen daily featuring WAM! hosts, guest celebrities and profiles of outstanding students making positive contributions. Monthly program events include WAM! original features **Safe Surfing**, which addresses internet responsibility and personal accountability, **Caught in the Middle**, which follows ninth graders inside an actual Seattle high school in the wake of last year's national school violence and **Kids' Planet Millennium**, which covers the hopes, fears and aspirations of young people around the world on the eve of the Millennium.
- ✱ The impact of **Generation Hope** is just beginning. Last summer, the campaign's successful tour of the Children's Charter on Electronic Media calling on the TV industry to provide less violence resulted in signatures and support at the highest levels: The White House, Attorney General Janet Reno, Education Secretary Richard Riley and virtually every member of Congress concerned about kids TV. Links for the **Generation Hope** Peace Chain are being constructed in schools across America as reminders that we need to work together to make our schools safe centers of learning. And finally, invitations from organizations such as State PTA Chapters to stage **Generation Hope** forums ensure continued awareness that we all have to take charge and make positive change.



Announcing America's Anti-Violence Campaign

generation hope

VOICES FOR CHANGE

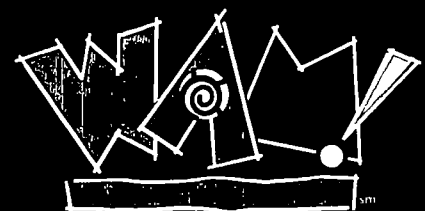
To provide a meaningful step in instilling kids with a sense of respect for others and personal accountability.



WAM! Kid hosts construct Peace Chain from WAM! Central in Littleton, CO.

Generation Hope Provides Tools For Teachers:

- WAM! original one-hour specials on hate and violence
- Community Voices For Change - featurettes showing kids leading the charge to stop violence in their communities.
- On-going sponsorship of The Children's Charter, a kids bill of rights for quality TV.
- A Peace Chain constructed by WAM! Kids linking kids, parents, schools and communities.



an encore network

Generation Hope is WAM!'s latest addition to the 60 hours of high-quality educational programming every week. Ask for WAM! now, and show your support of Generation Hope.



FOR RELEASE FEBRUARY 2, 2000

'HAND IN HAND' LEADS NATION IN ANTI-VIOLENCE INITIATIVE

WAM! and the PTA share a common bond: 'For Kids' Sake'

Englewood, Colo. – February 2, 2000 -- The Colorado Parent Teacher Association (PTA) and WAM! America's Kidz Network (WAM) have joined forces to make a positive impact on children in their town meeting **Hand in Hand For Kids' Sake: Take Charge & Make Change** which will be held February 4, 2000 at 5:00 p.m. at the Denver Public Library Conference Center.

"In the wake of last year's horrific high school shootings in Colorado, this is an opportunity for citizens to take a leadership role in the healing process and to set an example for the rest of the nation to follow," said Midge Pierce, vice president of WAM!.

Hand in Hand for Kids' Sake is designed to address one of the most important issues of our times—the safety of our schools and the well being of our children. The event will be the culmination of a daylong session the Colorado PTA sponsors for its members at the Colorado State Legislature.

"As Coloradans, educators, parents and members of the media, we feel a profound responsibility in seeking life-saving solutions to school safety," said Jody Townsend, president of the Colorado PTA.

Colorado Lieutenant Governor Joe Rogers will provide the keynote address. National PTA President Ginny Markell will give the national parent-teacher perspective. John J. Sie, founder, chairman and CEO of Starz Encore Media Group LLC, parent company of WAM!, will present a critical media perspective and Townsend will provide background on state level solutions. Pierce will be Master of Ceremonies, introducing speakers and later, a panel of educators, policy makers and students suggesting positive solutions. Invitations are also being extended to the White House and Secretary of Education Richard Riley, a signatory of the Children's Charter on Electronic Media.

Hand in Hand For Kids' Sake begins with a reception at the Denver Public Library Conference Center. Following opening remarks by Lt. Governor Rogers, two Colorado middle school students will present the Children's Charter on Electronic Media. The Charter was co-authored by Meg Kiernan and Erin May with other students from around the world during an International Conference on Children's Television last year in London. It is essentially kids' bill of rights calling for better quality, less violent TV. Following the Charter presentation, WAM! will screen segments from its anti-violence campaign, *GENERATION HOPE: Voices for Change*, showcasing the positive contributions young people are making to curb violence in their communities. **Hand in Hand for Kids' Sake** will conclude with a panel discussion surfacing solutions from the perspective of educators, students and community leaders.

-more-

Though this event is unique to Colorado, it carries national importance. A summary of the event will be carried by WAM! and an edited series of outcome-based public service announcements will be offered to all cable and broadcast channels for their use. Sie, whose company is financing the event, has offered to play the **Hand in Hand** footage on all Starz Encore Media's 13 premium channels nationally.

"We believe that by working together, we *can* make a difference to save our most precious resource, our children," Sie said.

WAM! is the first and only commercial-free children's cable and satellite channel dedicated entirely to providing kid-friendly, socially responsible programming 24-hours a day for adolescents 8 to 16-years old.

Starz Encore Media Group LLC (Starz Encore) is the largest provider of cable and satellite-delivered premium movie channels in the United States. Starz Encore owns 13 domestic channels and currently counts more than 53 million pay units. Starz Encore offerings include up to 12-channels of the Starz Encore Super PakSM and the 7-channel Encore Movie PakSM. Programming information may be found on the Web at www.encoremedia.com. Starz Encore is a wholly owned subsidiary of Liberty Media Group (NYSE: LMGa and LMGb).

The National PTA, with over 6.5 million members, is the largest volunteer child advocacy organization in the United States. PTA members advocate for improved education, health, safety and the well being of all children and youth. PTA is online at www.pta.org and www.copta.org.

#

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For Release: November 18, 1999

WAM! Premieres Three New Series In December

Unique Original "Caught In The Middle" Offers Never-Before-Seen High School Verite'

Littleton, Colo., November 18, 1999 – WAM! America's Kidz Network (WAM!) goes inside an actual high school for a never before seen look at what freshman year is really like. The debut of WAM!'s unique reality based original *Caught in the Middle*, is part of a holiday strategy that also includes the new critically-acclaimed science-fiction drama *The Tribe*, and the teen magazine show *to the M@x*.

"The debuts are part of a 'kids are home for the holidays' strategy to launch compelling series that will continue through the New Year," said Midge Pierce, vice president of programming for WAM!. "This is truly programming kids hurry home to view, the latest in a sequence of programming initiatives that solidifies our commitment provide kids 8-16 with information they want and need. The problem-solving focus of all three series fits well with WAM!'s ongoing anti-violence campaign **Generation Hope: Voices For Change.**"

- *Caught in the Middle* - This reality based WAM! original series has its world premiere on December 31 at 9:00 p.m. (ET/PT). Shot in the natural environment of Franklin High School in Seattle, Washington, beginning in Fall 1999, the 6-part, half-hour programs present an intimate "real life" look at how ninth graders cope with the transition between middle and high school. Each episode, seen through the eyes - and cameras - of a specific group of students, is built around a major event, universal rite of passage, teen issue and its consequence. One of the key objectives of the series is to instill problem-solving tools. This series was created by Matt Chan and co-produced with Screaming Flea Productions, Inc. from Seattle. *Caught in the Middle* will replace Chen's popular WAM! series *Scratch*.
- *The Tribe* - Billed as a survival guide for the millennium, this 52 episode teen half-hour science-fiction series will have its U.S. premiere on December 1 at 8:00 p.m. (ET/PT). Produced by Cloud 9 Screen Entertainment from New Zealand, *The Tribe* is a gripping story of how the children of the world try to cope after a mysterious virus wipes out all of the adults. With no adults to guide, rule or protect them, the children create a new social order by reestablishing government, ethics, rules and instruction including water purification.
- *to the M@x* - This fast-paced 30 minute teen magazine series will have its U.S. premiere on December 1 at 3:30 p.m. (ET/PT). Produced by SDA Productions in collaboration with YTV from Montreal, the 10 episode series is hosted by Jason MacDonald and celebrates the accomplishments and the spirit of teens who, through their talent and perseverance, have made a difference in their field of interest or in their community. This is not a show about winning, it is a show about testing abilities and limits – and having the guts to go for it all. All the m@xers are pursuing personal goals that push their minds and bodies to the edge, leading them to achieve unusual feats and projects in all sorts of areas, whether it be business, artistic endeavors, sports, science or bravery.

- more -

WAM! is the first and only commercial-free children's channel dedicated entirely to providing kid-friendly, socially responsible programming 24-hours a day for adolescents 8 to 16-years old. The channel provides more subject specific supplemental education than any other kids programmer. It offers after school and weekend book-based dramas, sports and adventure series that promote problem solving and values, plus art, culture, music and movies that inspire and motivate. The *WAM! Mind Zone*, *After School OH! Zone* and *Weekend End Zone* feature honor-roll students as hosts. The WAM! Kids also introduce *WAM! At The Movies* featuring classic family movies offered every Sunday afternoon.

Encore Media Group LLC is the largest provider of cable and satellite-delivered premium movie channels in the United States, currently counting more than 53 million pay units through its ownership of 13 domestic channels, including STARZ! and its theme channels, the New Encore and its thematic channels such as Mystery, Action, Love Stories, Westerns, True Stories and WAM!. Encore is a wholly owned subsidiary of Liberty Media Corporation (NYSE: LMG.A and LMG.B).

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For Release: September 7, 1999

Top Cabinet Members; Congressmen & Cable Industry Leaders Endorse WAM!-Sponsored *Children's Charter On Electronic Media*

WAM! Extends Support for Teen-Authored Quality Television Bill of Rights

Littleton, Colo., September 7, 1999 – Following the overwhelming industry, political and consumer support of *The Children's Charter On Electronic Media (The Charter)*, WAM! America's Kidz Network's (WAM!) announced that it will continue to sponsor the national tour of WAM!Bassadors 13 year-old Megan Kiernan and 12 year-old Erin May in their efforts to raise the caliber of children's TV. *The Charter* is essentially a kids' bill of rights for quality television.

John J. Sie, chairman and CEO of Encore Media Group LLC and Midge Pierce, vice president of programming for WAM!, became the first programmers to sign *The Charter*. Last fall Barry Rosenblum, president of Time Warner Cable of New York City, became the first cable operator to commit – and challenge the cable industry - to support *The Charter*. Since then, Erin and Megan have secured written commitments from Leo J. Hindery, Jr., AT&T Broadband; Jim Robbins, Cox; Michael Bresnan, Bresnan Communications; Benard Gallagher, Century Communications; Judith McHale, Discovery Networks; Betty Cohen, Cartoon Network; Harold Morse, Ovation; Megan Hookey, Cable in the Classroom and many others.

During a June 1999 tour stop in Washington, D.C., Megan and Erin garnered passionate support from a variety of sources on Capitol Hill. On June 2 the WAM!Bassadors were special guests of President Clinton at his anti-violence address, securing Attorney General Janet Reno's written commitment. Subsequently, presentations and signing ceremonies were held with Secretary of Education Richard Riley, FCC Chairman William Kennard and FCC Commissioner Susan Ness, Senators John McCain (R-AZ), Joe Lieberman (D-CT), Wayne Allard (R-CO) and Conrad Burns (R-MT), Congressmen Ed Markey (D-MA) and Dan Burton (R-IN), U.S. Senate Chief Counsel Cheryl Walter and Congresswoman Diane DeGette (D-CO).

"In light of the Columbine tragedy, I think we are all in agreement that high-quality children's programming is vital," said Pierce. "For the well being of our children, it is critical that Washington and our industry listen carefully to what kids are saying they want to see."

- more -

A division of Encore Media Group LLC (EMG), WAM! is the first commercial-free children's channel dedicated to providing kid-friendly, socially responsible programming 24-hours a day for adolescents 8 to 16-years old. The network provides more subject-specific supplemental education than any other kids programmer, after school and weekend book-based dramas, sports and adventure that promote problem-solving and consensus values, plus art, culture, music and movies that inspire and motivate. The *WAM! Mind Zone*, *After School OH! Zone* and *Weekend End Zone* feature honor-roll students as hosts. The WAM!Kids also introduce *WAM! At The Movies*, classic family movies offered every Sunday afternoon.

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CONTACT: Marc McCarthy Encore Media Group 303/267-5851



FOR RELEASE: September 3, 1999

WAM! AMERICA'S KIDZ NETWORK'S ANTI-VIOLENCE CAMPAIGN GENERATION HOPE: VOICES FOR CHANGE TO LAUNCH ON SEPTEMBER 12, 1999

From the epicenter of a national problem come solutions

Campaign to consist of monthly programming events plus profiles of students and activities that make positive differences

LITTLETON, Colo., August 30, 1999 – WAM! America's Kidz Network (WAM!), announced today its bold multi-year anti-violence campaign ***Generation Hope: Voices for Change*** (*Generation Hope*) will kick-off with a stop the violence rallying cry from the WAM!Kid hosts and guest celebrities on September 12, 1999 from the WAM!Central set in Littleton, Colorado. The campaign is designed to provide meaningful programming and tangible tools that kids and schools can implement in the wake of last year's rash of teen violence.

Many of the campaign elements were designed by kids from the Denver metro area over the summer. These students – strongly affected by what they called the media exploitation of last spring's Columbine tragedy – appealed to WAM! to provide positive messages and a venue for kids themselves to showcase solutions to school violence. The result is a campaign that will include original programming events, unique short form featurettes and easily duplicated anti-violence activities kids can do in their own homes and schools. Key elements will include communities across the nation raising their voices for nonviolence and a series of celebrity voices for change such as 'N Sync and Los Angeles Dodger superstar **Eric Karros**.

"The safety of our kids is the number one issue of our time," said Midge Pierce, vice president of programming for WAM!. "As kids return to school this fall, it is imperative that we empower them to feel safe in the classroom by providing problem-solving tools and conflict resolution. In fact, instilling a sense of well being in kids is critical before learning can take place."

The September 12 kickoff originates with a national call to action by the WAM!Kid hosts to commit to positive change. As a symbol of their commitment, the WAM!Kids will begin to build a "Peace Chain" from construction paper, beads, and other handy materials that can link students, schools, parents, teachers and communities together. Throughout *Generation Hope*, WAM! will solicit e-mail updates from viewers about the length of their chains - as well as the development of other links for change - across America.

At 5:00 p.m. (ET/PT) on September 26, a breakthrough hour-long special episode of the acclaimed series *Mark's Web World* will address online hate and violence. Hosted by Mark Bunting, the groundbreaking special ***Safe Surfing***, will combine the excitement and enthusiasm of Bunting's presentation style with his in-depth computer knowledge to lead kids on a cyberworld tour that will teach them responsible use of the Internet. Dr. David Walsh, founder and president of the National Institute on Media and the Family is among the experts featured in the special.

- more -

October features a landmark anti-violence marathon consisting of a five-hour programming block that will play three times each day (3:00 a.m. – 8:00 a.m. ET/PT, 8:00 a.m. – 1:00 p.m. ET/PT and 1:00 p.m. – 6:00 p.m. ET/PT) on Friday, October 8 and Saturday, October 9. The marathon will include several series that address conflict resolution including *Speak Up Against Violence*, *The Respect Series*, *Getting In Character Series*, and *The Peacemakers Series*. All provide positive, upbeat approaches to essential issues of character development and civility.

On Friday, November 5 at 2:00 p.m. (ET/PT), WAM! will premiere two half-hour segments, “Teens Helping Teens” and “The P-Factor,” from the thirteen-part series *Talk Box*. Hosted by journalist Katy Sai, the magazine format show grabs teens with relevant and important topics, and provides an honest outlet for their questions and concerns. WAM! will premiere two additional shows on Friday, November 12 at 2:00 p.m. (ET/PT), “Parents: They Just Don’t Get It” and “Do The Right Thing.”

In December, the critically acclaimed and award-winning WAM! original series *Kids’ Planet Video* will return with *Kids’ Planet Millennium*, a powerful hour-long special episode that voices the hopes and fears of kids in a changing often violent world. The magazine format show *Kids’ Planet Video*, written, directed and produced by kids, will premiere 13 new half-hour shows on WAM! beginning in January 2000.

Throughout the campaign WAM! will offer short form programming that also supports the overall goal:

- Celebrity voices for change include: ‘N Sync; Los Angeles Dodgers’ first baseman **Eric Karros**; actor **Mark Curry** (*Armageddon*, “Hangin with Mr. Cooper”); San Diego Chargers defensive tackle **John Parrella**; actress **Kelly Williams** (*Family Matters*); actor **Anthony Harrell** (*Saved By The Bell – The New Class*); *X Games* bike stunts Gold Medalist **David Mirra**, and actress **Daniella Deutscher** (*Hang Time*).
- Community voices for change: Profiles of kids – from the Denver/Littleton/Columbine area and around the nation who are taking action to stop the violence.
- Updates on the progress of the length and links students construct for the “Peace Chain.”
- Tour updates on WAM!Bassadors 13 year-old Megan Kiernan and 12 year-old Erin May’s call for better quality, less violent TV through The Children’s Charter on Electronic Media.
- Dissemination of National Parent Teacher Association (PTA) PSAs featuring the WAM!Bassadors call for parents to get involved in their schools and activities to state PTAs and all interested television programmers.

A division of Encore Media Group LLC (EMG), WAM! is the first commercial-free children’s channel dedicated to providing kid-friendly, socially responsible programming 24-hours a day for adolescents 8 to 16-years old. The network provides more subject-specific supplemental education than any other kids programmer, after school and weekend book-based dramas, sports and adventure that promote problem-solving and consensus values, plus art, culture, music and movies that inspire and motivate. The *WAM! Mind Zone*, *After School OH! Zone* and *Weekend End Zone* feature honor-roll students as hosts. The WAM!Kids also introduce *WAM! At The Movies*, classic family movies offered every Sunday afternoon.

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CONTACT: Marc McCarthy Encore Media Group 303/267-5851



For Release: August 25, 1999

WAM! ENERGIZES FALL SCHEDULE WITH SLATE OF AWARD-WINNING KID-PROVEN PROGRAMMING

Network adds three new series plus re-ups two popular shows

ENGLEWOOD, Colo., August 25, 1999 – Beginning in September, WAM! America's Kidz Network (WAM!) will add three new series to its fall programming lineup: the multiple award-winning *The Odyssey*, the critically acclaimed *Name Your Adventure*, and the U.S. premiere of the comedy/drama *Minty*. WAM! has also secured the rights for 13 new episodes of one of its most beloved series, *Emily of New Moon*, and 61 episodes of the popular science series *How 2*.

"WAM! delivers worlds full of knowledge and worlds full of fun," said Midge Pierce, vice president of programming for WAM!. "The addition of these three new series, and the new episodes of the award-winning *Emily of New Moon* and the *How 2* hands-on science series are the latest in a sequence of on-air initiatives to support our viewer's demands for quality, impactful programming that helps kids 8-16 reach their potential."

- ♦ *The Odyssey* – This 39 episode series starts on September 1 at 4:00 p.m. (ET/PT). *The Odyssey* is an imaginative 30-minute family drama series that chronicles the subconscious adventures of 11 year-old Jay Ziegler, who ends up in a coma after falling out of a tree fort. While comatose, Jay's mind journey's to another world – one without adults. His two worlds are strangely parallel as he struggles to regain consciousness and to understand his new world where children live in tribe-like clubs, supervised from a distant tower by the mysterious 15 year-old Brad, this world's oldest and wisest citizen. The series has earned more than 10 awards, including the Golden Gate Award for Best Children's TV Program, the Alliance for Children & Television's Award for Excellence and the Gemini Award for Best Youth Program or Series.
- ♦ *Name Your Adventure* – The series begins on September 1 at 1:30 p.m. (ET/PT). Mario Lopez hosts this fast paced, energetic 30-minute series that with a unique blend of education, information and entertainment matches everyday teens with their heroes. Each of the 39 episodes allows a lucky teen to live out his/her fantasy such as dancing with the Joffrey Ballet, attending sportscasting-school, training with the FBI or exploring the geological wonders of a Latin American rain forest.
- ♦ *Minty* – The 13-part comedy/drama series will have its U.S. premiere on September 4 at 3:30 p.m. (ET/PT). *Minty* is a modern day Cinderella-style fantasy about two 17 year-old girls who do something most people only dream about – they swap lives. The series tells the tale of Minty and Melanie, who live on opposite sides of the globe and different sides of the track. They have completely different personalities and lifestyles, but appear physically identical.
- ♦ *Emily of New Moon* – The new season will begin on September 28 at 2:00 p.m. (ET/PT). This Gemini Award-winning production is based on a series of books by Canadian author Lucy Maud Montgomery ("Anne of Green Gables"), and is a triumph of honesty, realism and beauty. It is the haunting tale of a free spirited 19th Century 11 year-old girl, Emily Starr, whose vivid imagination and romantic nature conflict with her strict but loving adopted family. Emily's trials are often cruel, but with the help of her friends, family allies, imaginary visitors and the ghosts of her parents she perseveres.

- more -

WAM!'s New Fall Series

Page 2

- ♦ **How 2** – WAM! has re-upped this popular science series where unusual and perplexing questions about how things work are explored and answered. To help illustrate the explanations, three scientific hosts conduct experiments and consult a variety of sources and experts to solve life's simple mysteries. The series returns on October 1 at 11:30 a.m. (ET/PT).

Encore Media Group LLC's (Encore) WAM! is the first commercial-free children's channel dedicated to providing kid-friendly, socially-responsible programming 24-hours a day for adolescents 8 to 16-years old. The network provides more subject-specific supplemental education than any other kids programmer, after school and weekend book-based dramas, sports and adventure that promote problem-solving and consensus values, plus art, culture, music and movies that inspire and motivate. The *WAM! Mind Zone*, *After School OH! Zone* and *Weekend End Zone* feature honor-roll students as hosts. The WAM! Kids also introduce *WAM! At The Movies*, classic family movies offered every Sunday afternoon.

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Contact: Marc McCarthy
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the children's charter on electronic media

Violence for the sake of violence or violence to solve conflict should not be promoted.

Children of all ages should have programs created just for them, and the programs should be on at times when children can watch them.

All children should be treated equally on television. This includes ages, races, disabilities and abilities, and all physical appearances.

Children's programs should be fun, entertaining, educational, interactive, and should help them to develop physically and mentally.

Children's television should discourage using drugs, cigarettes, and alcohol.

Children's programs should be honest and real. Children need to know the truth about what is going on in the world.

Children's opinions about television and radio should be listened to and respected.

Children should be consulted and involved in the production of programs for children. Sometimes children can help make the programs.

Children should have programming that includes music, sports, drama, documentaries, news and comedy.

Children should have programs from their own country as well as programs from other countries.

Children should be able to watch shows without commercials during the programs.

Children's television should have presenters that respect children and don't talk down to them.

Television producers need to make sure that all children, including children who have difficulty seeing and hearing, are able to see and hear all of the programs for children. Programs should be translated into the language of the country in which it is seen.

All children should be able to hear and see their own language and culture on television.

Every broadcast organization should have children advising them about children's programs, issues and rights in television.

I promise to do my best to follow this charter.

Signature/Name _____

Title _____

Organization _____

Address _____

National Tour Sponsored by:



Erin May, left, and Megan Kiernan teamed up for better TV.



React
3 Million Distributed
4.4 Million Readership

SHOULD-BE TV

Two teens strive to make television more tuned in to kids.

More diversity. Fewer commercials. Less senseless violence. Megan Kiernan and Erin May, both 13, have strong views on what good TV should be. As junior delegates to The Second World Summit on Television for Children, they joined more than 30 other youths in London to discuss how the TV industry could improve programming for young people.

Meg and Erin were sent to the conference in March 1998 by WAM! (What Adults Miss) America's Kidz Network, a noncommercial kids' cable network. "TV will always be a great influence," says Meg, an eighth-grader at Campus Middle School in Englewood, Colo. "It should be a more positive one."

During the summit, the group wrote The Children's Charter on Electronic Media. It states 15 "shoulds," like "all children should be treated equally on television," "children's programs should be honest and real" and "every broadcast organization should have children advising them."

"The Children's Charter is impor-

tant because kids don't have much of a voice about what's on TV," says Erin, a seventh-grader at John Burroughs School in St. Louis, Mo. "If they can't share their ideas, producers will put on whatever they feel children want to see—which may or may not be what kids want."

Now the girls are busy getting The Children's Charter signed by everyone who could influence the industry—and they've succeeded so far with major cable companies like Time Warner, Disney and Nickelodeon, plus government officials like Attorney General Janet

Reno. "My hope is after a company signs, they'll make decisions to not air inappropriate commercials, and hire kids of diversity to host programs," Meg says.

The girls encourage all kids to have a stake in what's on the tube. They advise teens to write local stations to tell them what they think. Also, Erin says: "Don't watch a show just because it's the only thing on—turn it off. That way, the shows don't get the high ratings that keep them on."

—Nancy Vittorini

"TV will always be a great influence—it should be a more positive one."

—Megan Kiernan

you can change channels: To find out more about The Children's Charter, contact WAM! at Encore Media Group, Dept. R, 5445 DTC Parkway, Suite 600, Englewood, CO 80111 or e-mail: wam@encoremedia.com.

ARTS & ENTERTAINMENT

Insight on the Air

11/22/99

Kids interview Columbine students about chilling April day

By Diane Elcher
Denver Post Staff Writer

In a south Denver coffeehouse last week, a group of teenagers sat around drinking hot chocolate and talking about what happened at Columbine High School in April.

That probably happens frequently, but this was a unique situation.

In the group assembled in Stella's Coffee House were three students from the suburban high school that has become infamous for the shooting rampage that left 15 dead. With them were five middle-schoolers from The Logan School for Creative Learning in Denver, interviewing the older students about topics such as how the events of April 20 changed them and their families, and how other kids can learn from them.

And recording it all was a camera and sound crew of at least a dozen people, along with producers, publicists and makeup people.

Part of campaign

But this wasn't the "Today Show" or "20/20," "Leeza" or some other tabloid-style TV host pretending to care about these kids' pain in an attempt to get an exclusive confession that might boost ratings.

Instead, it was WAM!, America's Kidz Network, a cable channel owned by Encore Media and based in Littleton. The discussion — in negotiations for months — was designed as part of the network's anti-violence campaign, "Generation Hope: Voices for Change," which has run special programming since September that's designed to give young viewers tangible tools they can use to cope with violence.

WAM! uses youth focus groups to design much of its programming and lets kids determine the direction the shows will take. This "Generation Hope" was no exception, with the students deciding on the show's format, interview questions and tone.

Setting up the discussion was a long and delicate dance, as the Columbine students were understandably wary.

"Everybody wants a piece of these kids. They've been inundated with interview requests," said Lisa Hartman, a freelance producer heading the show.

Hartman and other WAM! staffers met numerous times with the teens, assuring them this wouldn't be exploitative or threatening.

The three Columbine seniors who did the taping — Salli Melfi, Kristi Mohrbacher and Joe Marino — said they agreed to the WAM! show because it seemed different from other tragedy-related projects and promised to focus on how kids can make something positive out of that life-changing day.

"This one seems not so centered on the media asking us questions," said Mohrbacher. Added Melfi: "I agreed to it because we can talk about how (the shooting) has changed our lives, and what good can come out of it."

Broadcast use uncertain

It's not yet clear who will see the results of last week's nearly three-hour discussion. WAM! plans to broadcast a 30-minute special early next year, as well as use snippets from the taping as brief features to air between regularly scheduled WAM! shows.

But the cable channel, which has millions of viewers elsewhere in the country, isn't carried by the local AT&T cable franchise. Pierce said it's likely the Columbine show will be made available to other outlets locally.

Viewers who are able to see any of what these teens talked about will be impressed with their thoughtfulness. They're articulate, bright kids with something important to say. In a setting without media cameras and tape recorders aimed at them, the students came up with insights worth hearing.

The teens had met the week before to play soccer and have a picnic, but were asked not to discuss the subjects they would broach at the taping. When they arrived at Stella's last week, they were tentative with each other. After playing some get-acquainted



Adam Brock from the Logan Creative School for Learning gets a microphone on his shirt before the taping of the show by WAM!



Logan student Steve Hulac, left, and Columbine High student Kristi Mohrbacher talk before the taping of a show by WAM!

games, they loosened up and were ready to be filmed.

Paramount on the middle-schoolers' minds was what actually happened April 20. They asked the Columbine seniors what they recalled, whether they saw or had known any of the victims or the shooters, and about the panic of that day.

Melfi told them what most haunts her is "the sounds. . . I can always remember those." Mohrbacher regrets that she didn't do things differently; she would have tried to go back and help more kids get out.

Joe Marino's experience was admittedly routine: "I don't have an impressive story to tell. . . I was coming back from McDonald's." Part of him, he said, wishes he had a more dramatic memory of the day or that he'd been closer to the school and able to help.

Some of their harshest words were reserved for the media horde that descended on the school. "They came on so strong. . . They'd zoom in on you, they wanted to know

'Who do you know who's still in there, who got shot?' They wanted pictures of people on doorsteps. . . It was just amazing how far they'd go," said Melfi.

"I see that it was their job, but some were nasty. A lot of them tried to pay us to talk, to look at yearbooks," added Mohrbacher. "And they when we did talk, they took things out of context, got things wrong."

The seniors talked about another odd aftermath of the shooting: tourist visitors to the school, even today. Every week, they said, students are stopped in the Columbine parking lot by people asking them to point out "where it happened, what door did you run from, which window did Pat (Ireland) come out of," said Melfi.

The Logan middle-schoolers — Adam Brock, Mitch Pond, Nathan Peiz, Steve Hulac, Rashmi Grant, all eighth-graders; and Jessica Posner, a seventh-grader — asked about reports that Columbine was a jock-centered school, that Eric Harris and Dylan Klebold had been unfairly ridiculed.

The Columbine students defended the school as typical.

"It's high school — everybody gets teased," said Melfi. Mohrbacher acknowledged that maybe Eric and Dylan's ridicule might have been "more center-stage, not just one-on-one," but she said they, too, were part of a clique of their own.

They discussed security, and the school district's plan to implement more safeguards in the Jefferson County schools. All three said they felt very safe in their school and that more security won't make the memories go away, nor provide a guarantee against future violence.

"No matter what (security) you put in, if someone wants to get around it, they will," said Marino.

At times, the Columbine students seemed resigned and world-weary beyond their years.

"It just made me enjoy life more, to try to enjoy every day, because you never know what's going to happen," said Melfi.

Change in priorities

In some ways, they said, the shooting caused them to change their priorities.

"If I do poorly on a test now, I think, 'So what? It happens,'" said Melfi. "I'd rather spend time with my friends and my family, the stuff that's important, than do my homework," added Mohrbacher.

The younger students also weighed in with how watching the aftermath of the shootings from afar has changed them, and they talked of the same sad reality check.

Mitch Pond, a 14-year-old at Logan who was on a school trip in California when the shootings occurred, regrets that teachers accompanying them didn't offer full details of what had happened back in Colorado.

"I guess they wanted to protect us, but it made things even worse when we did learn how severe this was," said Pond.

Now he realizes, "Not only is this the first day of your life, it might be your last, too. Something might pluck you right off the Earth. . . so you might as well. . . be doing something on that day you feel good and happy about."

ARTS & ENTERTAINMENT

Live!
Kids'
TVLittleton
network a 1st
for childrenBy Diane Elcher
Denver Post Staff Writer

The country's first 24-hour, commercial-free TV network aimed at kids ages 8 to 16 originates right in our own backyard, with program hosts coming from a pool of talented local high school students.

This same network is starting a year-long anti-violence campaign that features more local kids. It has young newscasters roaming the country reporting on activities in their communities, including two Denver-area girls who snagged interviews last summer with President Clinton and Attorney General Janet Reno.

But chances are, unless you subscribe to a certain satellite TV service, you've never seen WAM! America Kids Network, which originates from the National Digital TV Center in Littleton.

It isn't carried by AT&T Cable Services (formerly TCI) or by any other cable systems in the metro area, although it can be seen in Colorado Springs and locally on the U.S. West Telco System.

WAM! is, however, seen by millions in Manhattan, Southern California, Texas, Ohio and a host of other regions.

"Cable operators do want these kinds of channels," said Marc McCarthy, a spokesman for WAM!

Little room available

Why more operators aren't carrying it is due largely to availability, he said, noting, "Most (systems) are channel-locked." A spokesman for AT&T Cable didn't return calls about why the Denver area's largest system doesn't air WAM!

For now, the brass at WAM! — a division of Encore Media Group, based in Littleton — has to be content with its growing audience elsewhere and with the positive reaction to the network's slate of educational yet entertaining programs.

"We're beginning to get recognized, and people are seeing that what we're doing is very important," said Midge Pierce, vice president of programming.

WAM! started five years ago, the vision



The Denver Post / Rebecca McAlpin

Talent coach Jennifer Darrow, center, and director Rich Golish talk with actor Kiley Kroh, 16, on the set of WAM! TV.

of Encore chairman John Sie, who "wanted to give 'something back to the community,'" said Pierce. He proposed a commercial-free network targeting a young audience that was largely being ignored by other programmers.

"This isn't medicine... kids are attuned to broccoli TV, and they don't want it," added Pierce, referring to the nickname given to some kids' programming that meets the definition of "educational" but often unpalatable — and goes unwatched by young viewers.

One of the keys to getting kids to watch is using kids on the air. Among them are the WAM!Bassadors, including local youths Meg Kiernan, a seventh-grader at Campus Middle School in Englewood, and Erin May, a sixth-grader at Kyffin Elementary in Jefferson County.

Trip to England

Before working for WAM!, they were selected as U.S. representatives to a meeting in London on kids' TV, and came back with a copy of "The Children's Charter on Electronic Media," which they asked WAM! to support.

The network since has become a sponsor of the international group, which encourages responsible children's programming. Erin and Meg are reporters and emissaries for WAM!

Local kids also show up on camera during on-air introductions for the movies. Last weekend in the Littleton studio, a half-dozen teens horsed around a set that looks like the ideal kids' room — neon colors, school lockers painted lime green, a basketball hoop in one corner and a computer in the other.

Working with managing producer Melissa DePew, WAM! regulars Kiley Kroh from D'Evelyn High School, MacKenzie Meehan from Eaglecrest High, Jeremy Palmer from Chaparral and Sintrell Ryder from



The Post / Rebecca McAlpin

Make-up artist Sherrie Duncan tends to WAM! TV's MacKenzie Meehan, 15, before filming a movie promotional spot.

Ponderosa High tinkered with short scripts that explained the upcoming movie to viewers.

The teens improvised, did dozens of takes to cover up for the predictable giggling and flubbing, then came up with a professional product.

'Kid next door'

The teens were selected — these four have all been with the network a year or more — to be "the kid next door you could relate to and look up to, but also the kinds of kids parents want their kids to hang out with," said Pierce.

They're good students with lengthy school résumés that are exhausting just to read — band, sports, drama, volunteer work and aspirations of high-powered careers, often in the arts. And the network hopes to draw kids just like them.

Programming in blocks

WAM! programming consists of various blocks. One is the Mind Zone, 9 a.m. to 3 p.m., with educational shows on social studies, science, math and personal development that are popular with home-schoolers and in schools, said Pierce.

From 3 p.m. to 3 a.m. is the Oh! Zone, offering drama, comedy, adventure, sports and technology.

Educational programming is rerun from 3 to 9 a.m., when schools can tape it free of charge.

The weekend lineup is the End Zone, with family entertainment that includes

some of the same shows that run weekdays; National Geographic specials and a WAM! original, "Mark's Web World," a Texas production that teaches responsible Internet use.

Sundays is reserved for WAM! the Movies, with family fare such as "The Secret Garden," "Air Bud," "The War" and "The Challengers."

Between programs — when other kids' channels are running commercials — WAM! runs "interstitials," shorts that feature kids around the U.S. There's the WAM!Corps, kids volunteering in their communities; the WAM!Cam showing "ordinary kids doing things," such as a recent episode that showed a teen who coaches a sports team of mentally challenged teens; and a series from the WAM!Family Van featuring a Midwest family that sold its house and tours the country.

The network's newest civic effort is its "Generation Hope" an anti-violence campaign, kicked off a couple weeks ago. Even before Columbine, the network had started discussions with focus groups about addressing violence, but the shootings happening "here in our backyard" compelled more action, said Pierce.

"We talked to kids, who told us Columbine was a turning point for them," she said. "But they also told us they felt exploited by the event, and wanted to be part of a campaign that didn't talk at them, didn't dwell on Columbine, but showcased the positive."

The year-long effort will offer programs that address conflict resolution and problem solving. Celebrities such as athlete Eric Karros and the music group 'N Sync weigh in with admonitions to kids to work it out. Key to the project is kids' own views on how to get along.

That "own" part is what drives WAM! Kids like and want programming that's good for them, said Pierce — they just don't want to be hit over the head with it.

"They're informational sponges, and they're trying to help make sense of their world," she said. "But what they've told us is, 'Don't tell us you're giving us educational TV.'"

WAM!Bassadors and the Children's Charter on Electronic Media co-authors, from left, Eric May, 12, and Megan Kiernan, 13, of Colorado.



**PHOTOCOPY
PRESERVATION**

Kids love it.

Teachers need it.

Parents trust it.



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April 25, 2000

Mary Ellen McGuire
The White House
1600 Pennsylvania Ave.
Washington, DC 20500

Dear Ms. McGuire:

Thanks for your encouragement regarding future White House participation by WAM! and our two teen WAM!Bassadors.

As promised, I have enclosed background information on WAM!, our two Children's Charter co-authors and WAM!'s anti-violence campaign Generation Hope: Blueprint for Change.

As the only commercial-free network dedicated exclusively to providing information and tools to help young people make the transition from child to adult, WAM! has a unique perspective on teen problems and how to address them. Plus, WAM!'s location at the epicenter of a national tragedy has enabled us to surface meaningful solutions to violence.

I hope to work with you when the next opportunity arises. Together we can all make the world a better, safer place for our children —our future.

Sincerely,

A handwritten signature in black ink, appearing to read 'Midge Pierce', written over a horizontal line.

Midge Pierce
Vice President
WAM! America's Kidz Network



america's kidz Network
an encore network

a world
full of
knowledge

a
world
full of
fun!





for kids' sake

The first commercial-free network dedicated entirely to ages 8-16



WAM! Reel Learning MIND ZONE—Education That Entertains—Wins High Marks with Teachers

More Subject Specific Cable in Classroom Programs Than Any Other Kid's Network—60 hours of programming every week that teachers can tape and replay. Provides every major subject every school day, plus the most comprehensive kids' art and music campaign on television ever.

- **Social Studies** brings kids the world with National Geographic Television and WAM! Original series *Kids' Planet Video*, showcasing unusual young people from around the world.
- **Language Arts** promotes reading, writing and research skills. *Mark's Web World* features on line research and responsible use of the internet.
- **Mathematics and Science** feature *Friends of Research and Odd Gadgets*, *Math...Who Needs It*, and *The Eddie Files*, applying math to everyday life.
- **Personal Development and Guidance** explore future choices in programs like *So You Want To Be?*
- **"You Gotta Have Arts"** features hands-on series *Art Attack* and *Music Factory*.
- **Customized Questions and Descriptions** help teachers with lesson planning.
- **WAM! Whiz Tips** help kids ace their studies; **WAM! Words** enhance vocabularies; **WAM! Corps** encourages volunteerism.
- **Regularly Scheduled, Curriculum-Specific Strips** deliver the same subjects at the same time every day.



WAM! OH! ZONE Features Entertainment that Educates with Programs Parents Trust and Kids Enjoy

- Athletes like Michael Jordan encourage sportsmanship in the series *PUMPED!*
- **U.S. Premieres** include episodic series like *Wind At My Back* and *Emily of New Moon*.
- **Top-rated** comedy *Eerie, Indiana* attracts families and kids alike.
- **Award-winning** international dramas and adventures such as *Sky Trackers* help kids solve problems.
- **Book-Based Programs**, like *Enid Blyton Secret Series*, broaden adolescents' sense of themselves and their place in the world.



WAM! END ZONE

- **WAM! At The Movies** features family favorites like *Air Bud*, *Jungle To Jungle* and *Kazaam* plus book-based films like *The Little Princess*, *The Never Ending Story*, *Emma* and *The Princess Bride*.
- **National Geographic Television programming block** includes:
 - U.S. Premiere of *Tales From The Wild*
 - *Really Wild Animals* with Dudley Moore



WAM! Makes A Community Connection

- **WAM!Cams** feature extraordinary young people in **your** community.
- **WAM! City Surfs** feature cool things kids can do in your city.
- **Honor Roll Students From Your Community** can serve as kid hosts/reporters.
- **WAM! Corps** features local kid volunteers.

WAM! television kids can grow on!
Helping today's kids meet tomorrow's challenges.

MONDAY – FRIDAY LINE-UP MIND ZONE

Education That Entertains

9 AM



Social Studies

Kids' Planet Video
Global Family
Field Trip
A.J.'s Time Travelers
Knowledge Quest



Science/Math

Mark's Web World
Futures
Interactions
Math... Who Needs It?
The Eddie Files
How 2
F.R.O.G.



Personal Development

So You Want To Be?
Stuff
Scratch
Art Attack
Name Your Adventure
PUMPED!

3 PM

*3-9 AM Prefeed of Education Block

**Education Block - Sunday 2-8 AM

OH! ZONE

Entertainment That Educates

3 PM



DRAMA, COMEDY, ADVENTURE, SPORTS and TECHNOLOGY

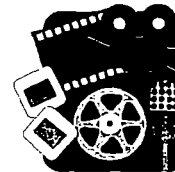
The Odyssey
Wind At My Back
Emily of New Moon
Name Your Adventure
The Adventures of Swiss Family Robinson
Enid Blyton Secret Series & Adventure Series
PUMPED!
Mark's Web World

* 8 PM-3 AM - OH! Zone Repeat

3 AM

WEEKEND LINE-UP END ZONE

Family Entertainment



DRAMA, COMEDY, SPORTS & ADVENTURE, including

Mark's Web World
Kids' Planet Video
Elly & Jools
Sky Trackers
The Wayne Manifesto
Kerrisdale
The Legend of William Tell
Press Gang
A.J.'s Time Travelers
Emily of New Moon

A Twist in the Tale
Minty
Name Your Adventure
PUMPED!
Eerie Indiana
Wind At My Back
Famous Five
Really Wild Animals
Tales From The Wild



WAM! AT THE MOVIES

Sunday Afternoon and Night
Family Films, such as

<i>The Princess Bride</i>	<i>Secret of Roan Inish</i>
<i>The Secret Garden</i>	<i>Air Bud</i>
<i>The Neverending Story</i>	<i>Beetlejuice</i>
<i>Karate Kid III</i>	<i>Ghostbusters</i>
<i>Dennis the Menace</i>	<i>The Love Bug</i>
<i>Close Encounters of the Third Kind</i>	

SAMPLE MIND ZONE SERIES^(9/1/99)

Name Your Adventure - Fast-paced series with a unique blend of education, information, and entertainment allows a lucky teen to live out his/her fantasy -- attending sports casting school, training with the FBI, exploring a rain forest and an Alaskan glacier. 38 episodes

Knowledge Quest - National Geographic Television series is a veritable encyclopedia of knowledge covering such diverse topics as governments, race and language differences, the four seasons, global warming, the continents, pollution and space. 26 episodes

A.J.'s Time Travelers -Adventure series transforms teenager with a zest for knowledge into the leader of a time machine. He meets famous heroes & heroines & experiences history & learns lessons from the past. 40 episodes

Mark's Web World - Original series with host Mark Bunting helps kids learn responsible use of the Internet for school research projects. 46 episodes

Stuff - Dynamic new hands-on series encourages kids to get involved in "stuff": making stuff, learning stuff, seeing stuff and doing stuff! Lively programs suggest many creative pursuits and inspire kids to follow their dreams and talents. 26 episodes

Kids' Planet Video - Kids develop an appreciation for other cultures in WAM! original featuring video diaries written & produced by youngsters in 36 countries. 13 episodes

The Eddie Files -Peabody & Parents' Choice Award winning series features 11-year-old New York City student and his teacher as they implement math skills in everyday situations. 16 episodes

Math...Who Needs It? - Winner of the Chris and Bronze Apple award, series interweaves comedy, drama, and documentary threads to present a unique perspective on opportunities for those with good math skills. Bill Cosby, Joe Piscopo and others are featured. 1 episode

Interactions: Real Math—Real Careers - Students are taken behind-the-scenes to discover how professionals in the arts, engineering, sports & sciences use math to bring their dreams to life. 12 episodes

Futures - Peabody & Crystal Award winning series with host Jaime Escalante illustrates how mathematics is the ticket to success. Celebrity guests such as Cindy Crawford make special appearances. 24 episodes

So You Want To Be? - Filmed on locations as diverse as a zoo, rocket launching pad, and a butterfly museum, kids get a glimpse of different professions. 26 episodes

Art Attack - Winner of the 1993 BAFTA Award for Best Children's Factual Program, this visually powerful and irresistible art series stimulates children's creativity with projects kids can do themselves. 65 episodes

How 2 - Unusual & perplexing questions about how things work are explored & answered in this hands-on science show using humor to drive curiosity about scientific phenomenon. 91 episodes

The Global Family - Interrelationships of environment, animals, humans and the need to preserve nature's riches are stressed. 60 episodes

Field Trip - Children go on fun-filled guided tours to the Smithsonian Institute, National Aquarium and other sites as each episode examines a different topic (science, art, etc.) and encourages independent exploration with suggested reading and resources. 27 episodes

PUMPED! - Innovative and inspiring sports magazine series featuring interviews with favorite sports heroes and also profiles of up-and-coming young athletes. 26 episodes

Scratch - Teen magazine show features celebrity profiles, music interviews and addresses important teen issues. 40 episodes

SAMPLE OH! ZONE & END ZONE SERIES^(9/1/99)

Minty - A modern Cinderella-style fantasy about two 17-year-old girls who do something most people only dream about - they swap lives. U.S. Premiere. 13 episodes

The Odyssey - Imaginative family drama chronicles the subconscious adventures of 11-year-old in a comatose state as he journeys to a world without any adults. 39 episodes

Really Wild Animals - National Geographic Television's fast-paced & charming animal adventures that combine songs, jokes, fun, facts & the voice of Dudley Moore. Parents' Choice Award winner. 26 episodes

Tales From The Wild - Timeless tales from the world of nature feature a main character animal offering a unique perspective of life in the animal kingdom. U.S. Premiere 6 episodes

Emily of New Moon - Winner of two Gemini Awards, these haunting tales (based on books by L.M. Montgomery) explore the world of a free-spirited 19th Century girl and her adopted family. 39 episodes

A Twist in the Tale - William Shatner stars as "The Storyteller" in this drama series based on diverse supernatural and paranormal tales, filled with suspense and intrigue. 15 episodes

Wind At My Back - Chronicles the struggles and celebrations of a family, torn apart by economic hard times while trying to survive the Great Depression of the 1930s. Among the top 10 Canadian shows-1996-1997 season and winner of three Gemini Awards and a Silver Angel Award. Books based on the series have been published. U.S. Premiere. 39 episodes

The Adventures of Swiss Family Robinson - Remake of children's classic features "John Boy" Richard Thomas rediscovering family values with his shipwrecked family. 30 episodes

The Legend of William Tell - Youthful band of freedom fighters learn that good can conquer evil in this adventure series. 16 episodes

The Wayne Manifesto - Book-based adventure/comedy series takes viewers into the world of a boy with limitless imagination and wild fantasies of a perfect world for 12-year-olds. U.S. Premiere. 26 episodes

Famous Five - Original Enid Blyton's series produced exclusively for WAM! features the adventures of 4 cousins and a dog. 24 episodes

Eerie, Indiana - Antics erupt from the "center of weirdness," the only town in America where Elvis gets his mail. Books based on the series have been published. 19 episodes

Sky Trackers - Teens at a satellite tracking station in the Australian outback use high-tech computer technology to solve problems and save lives. U.S. Premiere. 26 episodes

Press Gang - High school newspaper editors learn problem-solving skills and valuable lessons in civics and ethics as they cover community news. U.S. Premiere. 43 episodes

Kerrisdale - Coping with peer pressure, stress and teachers is explored at the Kerrisdale Junior High School. U.S. Premiere. 21 episodes

Enid Blyton Adventure Series - Video adaptation of books by Britain's most prolific author depicts a blended family that encounters mystery and adventure throughout Europe. U.S. Premiere 24 episodes

Elly and Jools - A special friendship between a boy and his "ghoul" friend leads to adventure, mystery & outrageous comedy. 12 episodes

Enid Blyton Secret Series - Kids use their wits and problem-solving skills in *Enid Blyton Adventure Series* sequel, based on books by internationally acclaimed author. 20 episodes

GENERATION HOPE: VOICES FOR CHANGE (9/1/99)

On-Air Elements

Mark's Web World – *Safe Surfing*

Special episode hosted by Mark Bunting addresses on-line violence, how to recognize on-line threats and what to do about them.

Grades 6 – 12 (1 x 60 min. episode) Starts in September

The Respect Series – Through student interviews, host commentaries, and dramatizations, students will gain the necessary keys to respecting themselves and others.

Grades 5 – 7 (4 x 15 min. episodes) Starts in October

Getting In Character Series - Innovative series teaches essential character traits. Each episode places viewers directly into relevant, character-oriented situations. Through interviews and dramatic situations, viewers find out what each character trait means to them.

Grades 5 – 8 (4 x 15 min. episodes) Starts in October

The Peacemakers Series - Positive, upbeat series explores integral conflict-related issues through student interviews, host commentaries and scenarios that illustrate tense situations and possible solutions. Each episode enables children to understand feelings of anger, develop positive resolution strategies and successfully address conflict in a positive manner.

Grades 4 – 6 (4 x 15 min. episodes) Starts in October

Speak Up Against Violence - Candid interviews with over 30 teenagers of varying backgrounds, discussing what they are thinking about the issues of violence and nonviolence.

Grades 7 – 12 (2 x 30 min. episodes) Starts in October

Talk Box – Upbeat magazine-style series features young teens talking about the challenging, wonderful and confusing time in their lives called adolescence. Kids talk about kid issues, such as relationships, the media, emotional development, teen activism, parents and school.

Grades 6 – 9 (13 x 30 min. episodes) Starts in November

Kids' Planet Video *Kids' Planet Millennium* – Special episode of WAM! original series voices the hopes and fears of kids in a changing often violent world.

Grades 4 – 10 (1 x 60 min episode) Starts in December

Interstitials

- **Community Voices for Change** – Kids across the nation surface their solutions to stop violence
- **Celebrity Voices for Change** – Hot teen band 'N Sync, Los Angeles Dodgers Superstar Eric Karros, actor Mark Curry (*Armageddon*, *Hangin with Mr. Cooper*), *X Games* Gold Medalist David Mirra and others
- **Peace Chain** – WAM! Kids begin construction of peace chain linking kids, parents, schools and communities using beads, construction paper and other handy materials -- WAM! will follow progress of chain across the nation with updates on length and links

WAM! VALUE-ADDED EXTRAS

Where other channels run commercials, WAM! runs short subject features that motivate, inspire and provide role models. The only thing WAM! advertises is trustworthy entertainment and education.

WAM!CAM Samples

- **Golfer Girl:** 15-year-old is the second youngest golfer in the LPGA and the #1 player and only girl on her high school golf team
- **Incredible Athlete:** Severely disabled 12-year-old plays on his middle school football team and a local wrestling team
- **Eating Disorders:** Teen-age girls fight anorexia and bulimia
- **15-year-old College Freshman:** She finished high school in 15 months
- **L.A. Sparkids:** They entertain basketball fans & are teen role models in the community
- **Team Extreme:** Amazing physically disabled kids participate in ski competitions

Generation Hope: Voices for Change - Multi-year anti-violence campaign includes: original specials (*Safe Surfing* and *Kids' Planet Millennium Special*), five hour anti-violence programming marathon in October, Community & Celebrity Voices for Change (kids and celebrities speak out for change), Peace Chain (kids construct chain linking kids, parents, schools & communities), and distribution of WAM! produced National PTA PSAs (calling for parents to get involved in their kids' schools and activities)

The Children's Charter - WAM!-sponsored national tour of 12-year-old WAM!Bassadors to urge cable, satellite and broadcast industries to sign The Children's Charter (a bill of rights for quality television written by kids from around the world) and to work together to raise the caliber of children's television

WAM! Fam Corps - America's family is off on another year-long road adventure promoting volunteerism across America. 13-year-old Courtney Graham, official WAM! Corps reporter, provides short feature pieces and inspires other kids to pitch in and help their communities

You Gotta Have Arts - ArtCams and educational segments about exceptional kids involved in music, art and dance

WAM! Goes Global - Snapshots of people and places through kids' eyes

City Surfs - Cool things kids can do from coast to coast and in between

WAM! Corps - Volunteers who make a difference in their communities

WAM! Words and WAM! Whiz Tips - Help kids reach their potential

Midge Pierce

Vice President - WAM! Programming

Midge MacIlroy Pierce, cable and broadcast programmer, producer, journalist and educator is Vice President - Programming for WAM! America's Kidz Network, an encore network, the only 24-hour commercial-free network for underserved adolescent "tween" viewers. Among her key goals are: 1) raising the caliber of kids' TV through WAM!'s national tour sponsorship of The Children's Charter, a bill of rights for quality, intelligent TV for kids; and 2) returning literacy and the humanities - specifically, literature, music and arts to the classroom via TV.

In addition to her responsibilities with WAM!, Midge serves on the board of Cable in the Classroom, an association of cable programmers and operators dedicated to serving the educational needs of schools nationwide.

Prior to joining Encore Media Group, Midge was Program Manager for Pacific Mountain Network (PMN), a public television program provider. During her seven years with PMN, she launched THE CLASSROOM CHANNEL to six (6) million students at 12,000 middle and high schools nationwide. She also commissioned and provided production oversight on award-winning projects for young people including *Teen Court*, *Real Science* and *Upstarts*, a four-part series that empowered young people to make a difference in their communities.

As an educational producer, she has served as executive producer for WAM! original *Kids' Planet Video* filmed by and about kids around the world and she has been instrumental in introducing media literacy to schools nationwide, first through the six-part-series, CREATING CRITICAL VIEWERS produced by PMN for the National Academy of Television Arts and Sciences, and later, through concept and script development for PMN/cable co-production, TUNING IN: AN INTRODUCTION TO MEDIA LITERACY. She has served in development and consultancy capacities for educational production by the Newman Foundation, NBC Business Video, Achievement TV and Hamilton Productions. Plus, she developed a resource compendium entitled, Youth Violence Prevention.

In the early 80s, as co-anchor/originator of *Journal* for WYES-TV, New Orleans, Midge produced weekly mini-documentaries. As an award-winning broadcast and print journalist, she has received a UPI Investigative Reporting award and has been cited for outstanding feature writing by the Western Publications' Association.

Midge taught journalism and developed curricula at the middle school level after the birth of her own two children, now "tween-agers" and daily reality checks for WAM!.



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file: new media

Didn't know if
you'd find this
interesting.

May all

Clinton Library Transfer Form

Case #, if applicable	2013-0436-S	Accession #		
Collection/Record Group	Clinton Presidential Records	Series/Staff Name	Ann O'Leary	
Subgroup/Office of Origin	Domestic Policy Council	Subseries		
Folder Title	Media Violence - Medical Studies May 199	OA Number	19586	Box Number
Description of Item(s)	1 VHS Video, WAM! America's Kidz Network, an Encore network, "Generation Hope: Blueprint for Change" Stored in AV regular storage on 12-5-8-4			

Donor Information

Last Name:		First Name:		Middle Name:		Title:	
Affiliation:			Phone (Wk):		Phone (Hm):		
Street:			City:		State (or Country):		Zip:

Transferred to:	Audio/Visual Department
Other (Specify):	

Transferred by:	Lisa Sutton
Transfer Point	

Date of Transfer	3/20/2013
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