

"The ITV – Broadcaster"

School District of Manatee County Instructional Television – 3rd Quarter Program Guide January 7th, 2020 – March 12th, 2020

Editor – Susan Gilbank

ITV Broadcasts on five channels to 55+ sites in the Manatee County School District.
If you have any questions regarding program scheduling, please call 751-6550, x43147

The ITV crew includes Matt Messenger, Nick Bachelder, Steven Opauski, Michael Trimboli and Susan Gilbank.

The MSTV public broadcast channel shows on IPTV as well as Spectrum Channel 646 and Frontier Channel 39. Visit our website at <http://mstv.us> for the daily schedule.

ITV Channel 9 will carry: Food Factory, Math America, Between the Lions, Meet the Author, STEM in 30, NASA 360, Underwater Creature Features, Math Challenge English & Spanish, Storybook Treasures, Continents of the World, Florida Frontiers, Prime Radicals, Colonial Williamsburg, Famous Scientists and North America Geographical Regions.

ITV Channel 11 will show programs having little longer running times geared toward the middle & high school audience: Nature Series, Rocks of Ages, Travel Thru History, Algebra Applications, and Biz Kids.

ITV Channel 13 will be dedicated to broadcasting special programming and requests by teachers.

WEEKS AND DATES

- Week 1: January 7 - 10
- Week 2: January 13 - 17
- Week 3: January 21 - 24
- Week 4: January 27 - 31
- Week 5: February 3 - 7
- Week 6: February 10 - 14
- Week 7: February 18 - 21
- Week 8: February 24 - 28
- Week 9: March 2 - 6
- Week 10: March 9 - 12



Studio Corner

TV Advertising

iSpot.tv collected the following data regarding TV Ads during the week of July 29 – August 4.

Most Seen TV Ads:

Liberty Mutual – top show “NBC Nightly News w/ Lester Holt”

GEICO – top show “SportsCenter”

State Farm – top show “Good Morning America”

Toyota – top show “NFL Football”

Progressive – top show “NBC Nightly News w/ Lester Holt”

Greatest increase in TV Ad Spending:

- Old Navy - \$5.2M, increase of 406%
- Macy's - \$4.6M, increase of 149%
- KFC - \$5.5M, increase of 135%
- Olive Garden - \$6.1M, increase of 129%
- Downy - \$4.7M, increase of 115%

Ranking of Programming that Networks are Promoting the Heaviest:

- 1 Serengeti, Discovery - \$2,368,912
- 2 Shark Week, Discovery - \$1,157,962
- 3 Flip or Flop, HGTV - \$957,612
- 4 90 Day Fiance`, TLC - \$786,205
- 5 Undercover Billionaire, Discovery - \$1,459,994

Interesting look into how much money is spent in television advertising.

Susan Gilbank
Instructional Television Program Specialist

** Channel 9 Programming **

Colonial Williamsburg Resource Library Gr. 4-8

Mon. 2:00pm Tues. 11:00am Wed. 9:30am
Thurs. 2:30pm Fri. 10:00am

Wk. 1	Yorktown	25 min.
Wk. 2	Working Children	27 min.
Wk. 3	When Freedom Came	23 min.
Wk. 4	Women of the Revolution	23 min.
Wk. 5	Westward	25 min.
Wk. 6	The Will of the People	26 min.
Wk. 7	The War of 1812	25 min.
Wk. 8	The Slave Trade	25 min.
Wk. 9	The Rights of Youth	26 min.
Wk.10	The Rare Breeds	27 min.

Math America Gr. 4-8

Mon. 3:00pm Tues. 10:00am Wed. 11:00am
Thurs. 1:30pm Fri. 2:00pm

Wk. 1	Subtraction Facts, Place Value	26 min.
Wk. 2	Subtraction, Greater Than & Less Than	30 min.
Wk. 3	Addition & Subtraction, The Calendar	15 min.
Wk. 4	Sums to 18, Odd & Even, Number Lines	20 min.
Wk. 5	2 & 3 Digit Subtraction/Addition	25 min.
Wk. 6	Understanding Multiplication	40 min.
Wk. 7	Multiplying with 2 Digits	20 min.
Wk. 8	Understanding Division/Dividing by 2&3	17 min.
Wk. 9	Dividing by 4&5, Division Review	15 min.
Wk.10	Understanding Fractions	31 min.

Food Factory Gr. 4-12

Mon. 11:30am Tues. 2:30pm Wed. 10:30am
Thurs. 12:30pm Fri. 11:00am

Wk. 1	Gone Fishing	22 min.
Wk. 2	A Griller Thriller	22 min.
Wk. 3	Like Momma Makes	22 min.
Wk. 4	Flour Power	22 min.
Wk. 5	Crunch Time	22 min.
Wk. 6	The Cream of the Crop	22 min.
Wk. 7	Pasta the Olives	22 min.
Wk. 8	In a Jam	22 min.
Wk. 9	Mousse Hunting	22 min.
Wk.10	This is Toast	22 min.

Storybook Treasures Gr. K-2

Mon. 12:15pm Tues. 9:30am Wed. 11:45am
Thurs. 1:00pm Fri. 1:45pm

Wk. 1	How Does a Dinosaur Go to School?	9 min.
Wk. 2	Crazy Hair Day	11 min.
Wk. 3	Petunia	9 min.
Wk. 4	Monty	6 min.
Wk. 5	Will I Have a Friend?	8 min.
Wk. 6	An Interview with Barney Saltzberg	6 min.
Wk. 7	Fletcher & the Falling Leaves	11 min.
Wk. 8	The Curious Garden	9 min.
Wk. 9	The Lion & the Mouse	11 min.
Wk.10	Planting a Rainbow	6 min.

North America Geographical Regions Gr. 4-12

Mon. 9:00am Tues. 12:30pm Wed. 1:30pm
Thurs. 10:30am Fri. 12:00pm

Wk. 1	The Great Plains	20 min.
Wk. 2	The Rocky Mountains	28 min.
Wk. 3	The Basin & Range	25 min.
Wk. 4	The Coastal Range	25 min.
Wk. 5	The Coastal Plain	22 min.
Wk. 6	The Interior Lowlands	28 min.
Wk. 7	The Canadian Shield	21 min.
Wk. 8	The Appalachian Range	24 min.
Wk. 9	The Great Plains	20 min.
Wk.10	The Rocky Mountains	23 min.

Continents of the World Gr. 5-12

Mon. 12:30pm Tues. 3:00pm Wed. 10:00am
Thurs. 2:00pm Fri. 9:30am

Wk. 1	North America	21 min.
Wk. 2	South America	17 min.
Wk. 3	Antarctica	16 min.
Wk. 4	Australia	19 min.
Wk. 5	Africa	18 min.
Wk. 6	Asia	18 min.
Wk. 7	Europe	18 min.
Wk. 8	North America	21 min.
Wk. 9	South America	17 min.
Wk.10	Antarctica	16 min.

STEM in 30 Gr.5-8

Mon. 11:00am Tues. 2:00pm Wed. 1:00pm
Thurs. 10:00am Fri. 2:30pm

Wk. 1	We Choose to Go to the Moon	30 min.
Wk. 2	The Psychology of Long-Term Space Fl.	30 min.
Wk. 3	The Airplane's Family Tree	30 min.
Wk. 4	Commercial Space Flight	30 min.
Wk. 5	Orion: America's Next Great Spacecraft	30 min.
Wk. 6	Is It Magic or Is It Math?	30 min.
Wk. 7	How Do We Know What's Out There?	30 min.
Wk. 8	Fly Girls: Women in Aerospace	30 min.
Wk. 9	Building & Inventing	30 min.
Wk.10	Astronaut Training	30 min.

Meet the Author Gr. 3-12

Mon. 1:00pm Tues. 11:30am Wed. 2:30pm
Thurs. 9:30am Fri. 12:30pm

Wk. 1	Stuart Gibbs	30 min.
Wk. 2	Shannon Messenger	30 min.
Wk. 3	Alan Gratz	30 min.
Wk. 4	Loki Mulholland	30 min.
Wk. 5	James Riley	30 min.
Wk. 6	Hena Khan	30 min.
Wk. 7	Cynthia Kadohata	30 min.
Wk. 8	Carmen Agra Deedy	30 min.
Wk. 9	Adam Gidwitz	30 min.
Wk.10	Rachel Renee Russell	30 min.

** Channel 9 Programming **

NASA 360 Gr. 4-12

Mon. 1:30pm Tues. 10:30am Wed. 12:00pm
 Thurs. 9:00am Fri. 1:00pm

Wk. 1	Stories of the Solar System	25 min.
Wk. 2	Rise of Rovers	25 min.
Wk. 3	Return of the Rovers	25 min.
Wk. 4	Robots, Rocks & Rovers	25 min.
Wk. 5	Return to the Desert Rats	25 min.
Wk. 6	New Worlds, New Discoveries	25 min.
Wk. 7	HIAD Project	25 min.
Wk. 8	Environmentally Responsible Aviation	25 min.
Wk. 9	Inspiration	25 min.
Wk.10	Exploration & Racing	25 min.

Underwater Creature Features Gr. K-2

Mon. 9:30am Tues. 12:15pm Wed. 2:15pm
 Thurs. 3:15pm Fri. 10:30am

Wk. 1	Freshwater Fish	5 min.
Wk. 2	Globefish & River Puffers	5 min.
Wk. 3	Minnows	5 min.
Wk. 4	Octopus	5 min.
Wk. 5	Salmon	5 min.
Wk. 6	Snails & Slugs	5 min.
Wk. 7	Starfish	5 min.
Wk. 8	Sea Turtles	5 min.
Wk. 9	Crayfish	5 min.
Wk.10	Sea Urchins	5 min.

Florida Frontiers Gr. 4-12

Mon. 10:00am Tues. 1:30pm Wed. 3:00pm
 Thurs. 12:00pm Fri. 11:30pm

Wk. 1	The Civil War in Florida	27 min.
Wk. 2	Everyday People Making History	27 min.
Wk. 3	Exploring New Worlds	27 min.
Wk. 4	The Windover People	27 min.
Wk. 5	Florida Nature Meets Florida Culture	27 min.
Wk. 6	Lost Years of Zora Neale Hurston	27 min.
Wk. 7	Tarpon Springs Epiphony	27 min.
Wk. 8	Fort Mose	27 min.
Wk. 9	Barber-Mizell Family Feud	27 min.
Wk.10	Flagler County	27 min.

Between the Lions Gr. K-3

Mon. 2:30pm Tues. 9:00am Wed. 12:30pm
 Thurs. 11:00am Fri. 3:00pm

Wk. 1	Treats	27 min.
Wk. 2	Step By Step	27 min.
Wk. 3	Fuzzy Wuzzy Wuzzy	27 min.
Wk. 4	Pecos Bill Cleans Up the West	27 min.
Wk. 5	The Old Man	27 min.
Wk. 6	Hay Day	27 min.
Wk. 7	You Can't Catch Me	27 min.
Wk. 8	Huff and Puff	27 min.
Wk. 9	Humph! Humph! Humph!	27 min.
Wk.10	But, Mama, But	27 min.

Famous Scientists Gr. 4-8

Mon. 10:30am Tues. 1:00pm Wed. 2:00pm
 Thurs. 11:45am Fri. 9:00am

Wk. 1	Galileo Galilei	8 min.
Wk. 2	Madame Marie Curie	8 min.
Wk. 3	Charles Darwin	8 min.
Wk. 4	Alfred Nobel	8 min.
Wk. 5	Pythagoras of Samos	8 min.
Wk. 6	Ivan Pavlov	8 min.
Wk. 7	Nostradamus	8 min.
Wk. 8	Sir Isaac Newton	8 min.
Wk. 9	Galileo Galilei	8 min.
Wk.10	Madame Marie Curie	8 min.

Prime Radicals Gr. 4-8

Mon. 9:45am Tues. 1:15pm Wed. 11:30am
 Thurs. 3:00pm Fri. 9:15am

Wk. 1	A Cute Look at Angles	15 min.
Wk. 2	Counting Systems	15 min.
Wk. 3	Doubling, Halving & More	15 min.
Wk. 4	Numbers & the Power of Zero	15 min.
Wk. 5	It's About Time	15 min.
Wk. 6	Currencies & Types of Money	15 min.
Wk. 7	Patterns	15 min.
Wk. 8	Geometric Codes	15 min.
Wk. 9	Mixing & Matching	15 min.
Wk.10	Designs	15 min.

Math Challenge Gr. 4-6

Mon. 12:00pm Tues. 9:45am Wed. 9:00am
 Thurs. 11:30am Fri. 1:30pm

Wk. 1	Shapes	15 min.
Wk. 2	3-D Shapes	15 min.
Wk. 3	Number Patterns	15 min.
Wk. 4	Zeros, Multiplying & Dividing	10 min.
Wk. 5	Rounding Numbers	10 min.
Wk. 6	Doubles & Halves	10 min.
Wk. 7	Complements; Making 100 & 1000	10 min.
Wk. 8	Percentages	10 min.
Wk. 9	Equations	15 min.
Wk.10	Operations with Large Numbers	10 min.

Math Challenge (Spanish) Gr. 4-6

Mon. 10:45am Tues. 12:00pm Wed. 9:15am
 Thurs. 1:15pm Fri. 10:45am

Wk. 1	Shapes	15 min.
Wk. 2	3-D Shapes	15 min.
Wk. 3	Number Patterns	15 min.
Wk. 4	Zeros, Multiplying & Dividing	10 min.
Wk. 5	Rounding Numbers	10 min.
Wk. 6	Doubles & Halves	10 min.
Wk. 7	Complements; Making 100 & 1000	10 min.
Wk. 8	Percentages	10 min.
Wk. 9	Equations	15 min.
Wk.10	Operations with large Numbers	10 min.

** Channel 11 Programming *

NATURE Series Gr. 4-12

Mon. 11:30am Tues. 9:00am Wed. 10:00am
Thurs. 1:30pm Fri. 1:00pm

Wk. 1	Animal Misfits	53 min.
Wk. 2	Fabulous Frogs	53 min.
Wk. 3	Snow Monkeys	53 min.
Wk. 4	Animal Childhood	53 min.
Wk. 5	The Story of Cats	53 min.
Wk. 6	Giraffes: Africa's Gentle Giants	53 min.
Wk. 7	H is for Hawk	53 min.
Wk. 8	River of No Return	53 min.
Wk. 9	Window to the Sea	53 min.
Wk.10	Soul of the Elephant	53 min.

Rocks of Ages Gr. 5-12

Mon. 9:00am Tues. 1:00pm Wed. 8:00am
Thurs. 11:00am Fri 10:00am

Wk. 1	Basalt	53 min.
Wk. 2	Granite	53 min.
Wk. 3	Marble	60 min.
Wk. 4	Meteorites	60 min.
Wk. 5	Sandstone	57 min.
Wk. 6	Basalt	53 min.
Wk. 7	Granite	53 min.
Wk. 8	Marble	60 min.
Wk. 9	Meteorites	60 min.
Wk.10	Sandstone	57 min.

Travel Thru History Gr. 4-12

Mon. 1:30pm Tues. 12:00pm Wed. 9:00am
Thurs. 10:00am Fri 11:30am

Wk. 1	Toronto, Canada	22 min.
Wk. 2	Los Angeles, California	22 min.
Wk. 3	St. Petersburg, Florida	22 min.
Wk. 4	Attractions Around the Country	22 min.
Wk. 5	Baltimore, Maryland	22 min.
Wk. 6	Ottawa Ontario, Canada	22 min.
Wk. 7	Oslo, Norway	22 min.
Wk. 8	Flagstaff, Arizona	22 min.
Wk. 9	Albany & Saratoga Springs, New York	22 min.
Wk.10	Wilmington, North Carolina	22 min.

Algebra Applications Gr. 8-12

Mon. 10:30am Tues: 11:00am Wed. 1:00pm
Thurs. 9:00am Fri 8:00am

Wk. 1	Inequalities	23 min.
Wk. 2	Variables and Equations	21 min.
Wk. 3	Systems of Equations	21 min.
Wk. 4	Functions and Relations	20 min.
Wk. 5	Linear Functions	20 min.
Wk. 6	Exponential Functions	20 min.
Wk. 7	Rational Functions	20 min.
Wk. 8	Quadratic Functions	25 min.
Wk. 9	Logarithmic Functions	20 min.
Wk.10	Data Analysis	31 min.

Biz Kids Gr. 6-12

Mon. 12:30pm Tues. 10:00am Wed. 11:00am
Thurs. 12:00pm Fri. 9:00am

Wk. 1	Do Not Blow Your Dough	30 min.
Wk. 2	Introducing Entrepreneurs	30 min.
Wk. 3	The Biz Kids Challenge	30 min.
Wk. 4	How to be a Smart Consumer	30 min.
Wk. 5	Using Your Credit – Crazy or Compelling	30 min.
Wk. 6	Budgeting Basics	30 min.
Wk. 7	Understanding Business Ethics	30 min.
Wk. 8	Saving & Investing for Your Future	30 min.
Wk. 9	A Closer Look at Careers	30 min.
Wk.10	The Global Economy	30 min.

Did You Know?

Superhero Fun Facts

Superman was supposed to be a bald character, obsessed with dominating the world.

Wonder Woman was made out of clay by her mother and was brought to life by Greek Gods.

Batman's favorite enemy was the Joker. The Joker was supposed to die after the first Batman series, but writers saw the potential in the villain & brought him back to mess with Batman.

Wolverine was named after a rodent. He was originally the Badger who was supposed to battle the Hulk.

Michael Jackson came very close to owning Marvel Comics because he wanted to play the role of Spiderman.

The Hulk was originally supposed to be grey, but since green looked better in print, his color was changed to green.

Captain America's shield beats up villains & Provides justice. However this round shaped shield was originally supposed to be heraldic shaped. Since this was in use by a patriotic character of a rival comic, Captain America's shield was made round.

The 2009 Amazing Spiderman comic has Spidey meet President Obama & the even shared a fist bump.

Bruce Wayne has an IQ of 192, beating out both Stephen Hawking (160) & Albert Einstein (160).

Superman's shield is his family crest, known as the insignia for the house of El. The resemblance to the letter "S" is said to be a coincidence.

One of Thor's powers is "All-Tongue", the ability to speak & have everybody understand him.

Harley Quinn's original story came after her TV debut in the Batman animated series. She is one of the only characters to first appear on TV rather than in print.

For more facts, videos & articles visit <https://mocomi.com/>