

# **TVB**

## **Annual Reports On Positive Programmes 2009**

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#### **Pearl Channel ( Year 2009 )**

- (A)** Children's Programmes ( 11 pages )
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(a) station-produced programmes :

Programme Title	Production Source	Age Target	Format / Nature	Content / Objective	Broadcast Schedule
After School 放學ICU	station-produced	4-11	enrichment / entertainment	It is an entertaining programme with educational values. The programme includes children's dramas, animations and a wide variety of interesting information and knowledge. It aims to offer positive moral concepts and active learning attitude in a joyful way. (Please refer to <b>Annex A</b> attached for details)	Jan - Dec
Ask Master 問問Master Joe	station-produced	8-15	educational / entertainment	The programme aims to teach science knowledge to preteens through their participation and observation. (Please refer to <b>Annex B</b> attached for details)	Jan - Dec
M.I. Challenge 智激校園	station-produced	6-12	educational / entertainment	An inter-primary school quiz contest, it aims at promoting knowledge among children on diverse subjects such as languages, arts, culture, maths, science and sports. (Please refer to <b>Annex C</b> attached for details)	Jan - Dec

(a) station-produced programmes :

Programme Title	Production Source	Age Target	Format / Nature	Content / Objective	Broadcast Schedule
Buddy & Friends Parade tvbuddy好朋友 設計作品展	station-produced	4-11	enrichment / entertainment	A design competition for children to create an image for TVBuddy, it aims to inspire their creativity.	Jul
tvbuddy Awards Presentation 2009 Highlight tvbuddy好朋友設計 大賽頒獎	station-produced	4-11	enrichment / entertainment		Aug

(A) Children's Programmes - Jade Channel (Year 2009)

(b) acquired programmes :

Programme Title	Production Source	Age Target	Format / Nature	Content / Objective	Broadcast Schedule
Maru Maru Chibimaruko Chan TV Special 小丸子部落格	overseas	4-15	drama	These are essentially entertainment programmes for children. Not only do they provide relaxation to kids after a long day at school but they can also stimulate visual imagination in the young mind. The stories are often packed with edifying qualities which help reinforce the positive values of life.	Jan
Idaten Jump 單車新人王	overseas	6-12	animation		Jan - Feb
Digimon Savers 數碼暴龍DS	overseas	6-15	animation		Jan - Feb
Doraemon (TV Collection) 多啦A夢	overseas	4-14	animation		Jan
Keroro IV KERORO軍曹	overseas	4-14	animation		Jan - Feb
Domo DOMO仔攪攪震	overseas	4-12	animation		Jan, Feb, May, Aug, Oct & Nov

(A) Children's Programmes - Jade Channel (Year 2009)

(b) acquired programmes :

Programme Title	Production Source	Age Target	Format / Nature	Content / Objective	Broadcast Schedule
New Doraemon 多啦A夢	overseas	4-14	animation	These are essentially entertainment programmes for children. Not only do they provide relaxation to kids after a long day at school but they can also stimulate visual imagination in the young mind. The stories are often packed with edifying qualities which help reinforce the positive values of life.	Jan-Dec
Pocket Monsters Part 7 寵物小精靈超世代	overseas	4-12	animation		Jan - Feb
Les Miserables 孤星淚	overseas	6-15	animation		Jan - Jun
Magic Rangers 魔法戰隊	overseas	6-15	animation		Jan - Mar
Twin Princess Of Wonder Planet 雙子公主	overseas	4-12	animation		Jan - Jul
Ultraman Max 超人麥斯	overseas	6-15	animation		Jan -Apr
Howl's Moving Castle 哈爾移動城堡	overseas	6-15	animation		
Disney My Friends Tigger & Pooh Disney 小熊維尼與跳跳虎	overseas	4-12	animation		Jan - Feb

(A) Children's Programmes - Jade Channel (Year 2009)

(b) acquired programmes :

Programme Title	Production Source	Age Target	Format / Nature	Content / Objective	Broadcast Schedule
Hamtaro Tales 哈姆太郎	overseas	4-12	animation	<p>These are essentially entertainment programmes for children. Not only do they provide relaxation to kids after a long day at school but they can also stimulate visual imagination in the young mind. The stories are often packed with edifying qualities which help reinforce the positive values of life.</p>	Jan
Kirari Star Bright Adventures 花樣明星	overseas	4-8	animation		Jan - Dec
Mcdull, Prince De Le Bun 麥兜菠蘿油王子	overseas	4-15	animation		Jan
My Melody's Magical Adventures 奇幻魔法Melody	overseas	4-12	animation		Feb - Apr
My Guardian Character 守護蛋精靈	overseas	6-15	animation		Feb - Aug
Eyeshield 21 II 衝鋒21	overseas	4-12	animation		Feb - Aug

(A) Children's Programmes - Jade Channel (Year 2009)

(b) acquired programmes :

Programme Title	Production Source	Age Target	Format / Nature	Content / Objective	Broadcast Schedule
The Adventures Of Hello Kitty Hello Kitty愛漫遊	overseas	4-8	animation	<p>These are essentially entertainment programmes for children. Not only do they provide relaxation to kids after a long day at school but they can also stimulate visual imagination in the young mind. The stories are often packed with edifying qualities which help reinforce the positive values of life.</p>	Feb, Jul - Oct
Rockman EXE Beast 洛克人網絡爭霸戰	overseas	4-12	animation		Feb - May
Disney's Mickey Mouse Clubhouse 米奇妙妙屋	overseas	4-8	animation		Mar - Aug
Bokenger 轟轟戰隊	overseas	4-12	animation		Mar - Dec
Ultraman Mebius 超人梅比斯	overseas	6-15	animation		Apr - Dec
Pororo The Little Penguin 冰鎮企鵝仔	overseas	4-8	animation		May
Garfield 加菲貓電影	overseas	6-15	feature		Apr

(b) acquired programmes :

Programme Title	Production Source	Age Target	Format / Nature	Content / Objective	Broadcast Schedule
Pretty Cure Max Heart 光之美少女	overseas	6-12	animation	These are essentially entertainment programmes for children. Not only do they provide relaxation to kids after a long day at school but they can also stimulate visual imagination in the young mind. The stories are often packed with edifying qualities which help reinforce the positive values of life.	May - Jul
Tama And Friends 貓狗寵物街	overseas	4-8	animation		May - Nov
Atashin'chi 我們這一家	overseas	6-12	animation		Jun - Oct
Fairy Musketeers 俏皮劍俠小紅帽	overseas	4-12	animation		Jun - Aug
MASTER OF EPIC - The Animation Age 奇幻冒險	overseas	4-12	animation		Jul
Yes! Pretty Cure 5 Yes! 光之美少女	overseas	6-12	animation		Jul - Dec
Aniyoko 動物橫町	overseas	4-8	animation		Jul



(b) acquired programmes :

Programme Title	Production Source	Age Target	Format / Nature	Content / Objective	Broadcast Schedule
Bakugan: Battle Brawlers 爆丸	overseas	6-12	animation	<p>These are essentially entertainment programmes for children. Not only do they provide relaxation to kids after a long day at school but they can also stimulate visual imagination in the young mind. The stories are often packed with edifying qualities which help reinforce the positive values of life.</p>	Jul - Dec
Taichi Chaser 太極千字文	overseas	7-15	animation		Aug - Dec
Janggeum's Dream 大長今	overseas	4-12	animation		Oct - Nov
Zenryoku Rabbits 全力兔	overseas	4-12	animation		Oct - Dec
Yatterman 小雙俠	overseas	6-15	animation		Nov - Dec

Programme Title	Production Source	Format / Nature	Content / Objective	Broadcast Schedule
Youth Nation 激優一族	station-produced	magazine / informative	It is a TV magazine show tailor-made for the youth comprising discussion forums, student-produced projects and interest items on fashions and collectibles. It broadens their horizon and provides them with information on health and youth events in town. (Please refer to <b>Annex D</b> attached for details)	Jan - Dec

Programme Title	Production Source	Format / Nature	Content / Objective	Broadcast Schedule
Happy Old Buddies 快樂長門人	station-produced	enrichment / magazine / informative	This Monday-to-Friday mini-programme introduces senior citizens health-care tips (e.g. herbal medicine knowledge) and useful social & welfare information. (Please refer to <b>Annex E</b> attached for details)	Jan - Dec
Good Time Old Buddies 開心老友記	station-produced	enrichment / magazine / informative	This programme introduces services of interest and relevance to senior citizens including interviews with those who have special achievements. It also provides health care and social welfare information. (Please refer to <b>Annex F</b> attached for details)	Jan - Dec

Programme Title	Production Source	Format / Nature	Content / Objective	Broadcast Schedule
Cultural Engine 4U 文化新領域	station-produced	enrichment / informative	" Cultural Engine 4U " aims at promoting arts and culture literacy in young children and teenagers. The programme features interviews with artists and live performances. (Please refer to <b>Annex G</b> attached for details)	Jan - Dec
Cultural Plaza 文化廣場	station-produced	enrichment / informative	" Cultural Plaza " is a TV magazine programme that features upcoming arts and culture events in town including behind-the-scene stories and and interviews with artists. (Please refer to <b>Annex H</b> attached for details)	Jan - Dec

## 放學 ICU

放學 ICU 是一個以小朋友為主的兒童雜誌式節目，主題清新並富教育意味。星期一至五有多個啟發小朋友不同智能的環節、內容涉獵甚廣，當中包括常識、音樂、語文、運動和遊戲。與此同時，亦希望能夠將最新最有趣的資訊和知識，用輕鬆的手法帶給兒童及青少年觀眾！

### 常識

大家日常生活接觸的知識非常多元化，小朋友一時間可能難以全部理解，所以我們將這些知識有系統地教授小朋友，循序漸進，讓她們能逐步吸收。與此同時，亦希望小朋友能認識更多「學習」和「組織知識」的方法！

#### 環節包括：

- 智趣天文台 --- 邀請專家以實例，講解各種有趣的天文、曆法知識和天氣現象
- 創意發明研究室 --- 發明家、科學家以至博士，親自講解每個發明品的用處和背後的發明理念
- 無限地帶 --- 不同學校的學生和老師，會去解構一些科學實驗和發表科學研究小報告，令大家增加對科學世界的認識
- 小眼睛看世界 --- 以鬼馬的戲劇方式，介紹世界各地的文化、藝術和歷史，藉此擴闊小朋友的視野
- 狗狗健康 Recipe --- 動物義工親自炮製狗仔食譜，為主人介紹令狗仔食得健康又開心的美食

- 環保小先鋒 ---- 環保專家和團體，親自講解一些環保概念和知識，教導大眾如何愛護我們的地球
- 愈讀愈開心 ---- 邀請不同界別的嘉賓作好書介紹，帶動閱讀風氣，幫助小朋友認識閱讀的樂趣。
- 開心小食部 ---- 校園的小品輕喜劇，透過學生和老師的校園事件，觸及社會時事和造人生活態度等，希望為小朋友建立積極正面的人生觀
- 視覺藝術天地 ---- 邀請不同範疇例如繪畫、撕紙等等的藝術家，講解、示範及教觀眾如何去展現及欣賞藝術之美
- 譚談美食好滋味 ---- 譚玉瑛親自主理的廚房，為小朋友介紹健康又易造的美食
- 葱葱互聯網 ---- 放學 ICU 與小朋友的互動溝通平台，小朋友可以發表對節目的意見和分享日常生活的點滴，葱葱與各主持人會解答或給予意見，令小朋友有所得著

## 音樂

兒歌一向是兒童節目與小朋友拉近距離的一道橋樑，所以每年我們都拍攝大量的兒歌 MV，並由著名藝人擔綱演唱，希望小朋友可以得到「視覺」和「聽覺」的最佳享受，讓她們在繁重的學習生活中，可以有輕鬆舒緩的一刻！

### 環節包括：

- 兒歌你想點----不同扮相、來自世界各地的 FANS 會親身或透過視像電話，與主持葱葱交談並點唱，當中除了能展現不同地方的文化之外；小朋友亦可以在環節內，認識新兒歌或重溫以往的經典兒歌金曲

## 語文

要學好不同範疇的知識，先決條件，是要學好語文。中文和英文的運用，對小朋友來說，更是影響至深。爲了讓小朋友不恐懼語文，我們以多種形式教授中英文，藉此增加趣味性，讓她們在愉快的心情中，放膽去學去講！

### 環節包括：

- 英語一定德 ---- 林慕德哥哥、莫凱謙，以唱歌和遊戲的形式，由淺入深地教授英語拼音。小朋友學得開心，吸收自然更快
- 錯別字兵團 ---- 由三位小朋友組成的「錯別字兵團」，遇有小朋友用錯別字時便會出現，糾正她們的錯誤；並會講解正確用字及解釋字義
- 成語小故事 ---- 以古裝扮相，重演膾炙人口的成語故事，例如「自相矛盾」、「破鏡重圓」等，令大家對這些成語的出處和典故了解更多

## 運動

現今小朋友學習生活繁忙，除了日常學校的功課外；還要應付校外的學習班，所以平時缺乏運動。我們提倡運動，不單是因爲健體；還因爲運動會促使腦部釋出令人心情愉快的「安多酚」，有助小朋友減壓。希望透過運動，可以令小朋友身心都有一個健康的發展！

### 環節包括：

- 運動無極限 ---- 涉獵不同的運動項目例如跆拳道、舞獅、劍擊等，邀請教練和專家親自講解當中知識和技巧；並由小學員作示範，讓一眾小朋友觀眾明白，她們也有能力學得到及做得好，藉此鼓勵小朋友多做運動！

## 遊戲

遊戲環節一向最受小朋友歡迎，因此在兒童節目中絕對不可或缺。透過特別設計的不同遊戲，想考驗小朋友身手、反應的同時；亦希望她們能夠動腦筋多思考，了解更多自己的社會，從而有所得著！

### 環節包括：

- 街頭遊戲王 ---- 遊走香港、九龍、新界各區，於街頭突擊考驗小朋友的常識和 IQ，合共 10 條題目，每答中一條問題便即時送一份禮物。希望透過遊戲形式，令小朋友吸收更多不同知識。
- 遊戲大激鬥 ---- 藉特別設計的過三關遊戲，考驗小朋友的反應和手腳協調能力。並送上豐富禮物，讓她們滿載而歸。



## 問問 Master Joe

節目宗旨：以小學生為對象的科學疑難拆解的求知節目，讓小朋友體驗尋找科學知識的樂趣，提升觀眾對科學的認識，以及增進探索科學的技巧和態度。

節目內容：節目主持人以輕鬆幽默、嚴謹權威兼備的手法，配以各類型實驗解釋不同的科學原理。每一集先由小朋友在日常生活，發現與科學有關的難題。然後由 Master Joe 派出人工智能 AI，在學科老師帶領下和小朋友進行實驗，從而鼓勵小朋友動腦筋思考和親身嘗試，明白不同科學原理。最後 Master Joe 會作小結，並提示如何在日常生活上學以致用。每一集節目是圍繞一至兩個科學主題，例如光的反射、飛機的飛行原理、空氣阻力、齒輪、風力發電等等。

## 智激校園

- 製作目的 : 撇開死記硬背的知識搶答形式，以多元智能出發，比試本地小學生各方面的才能，鼓勵小朋友活潑精靈地全面發展。
- 節目內容 : 每次邀請兩間本地小學進行比賽。每校派出 30 位學生應戰。內容順序有：
1. 遊戲一 : 全場 60 位學生參與一條選擇題，答中最多的學校，可得 20 分及一個「雙倍積分」優惠，該優惠只可在遊戲二至五內使用一次。
  2. 遊戲二 : 每校派出指定人數進行熱身隊際遊戲。遊戲每集題目不同，形式多樣化，題目到正式拍攝時才揭曉，勝方可得 20 分。
  3. 遊戲三 : 每校派出 3 位學生參加。由主持問有關時事、常識及學科等多個範疇的問題，10 條問題會以 4 層組別來劃分。第 1 層程度較淺，設有 4 條問題，每題 10 分。第二層程度為中等，共 3 條問題，每題 20 分。第三層程度較深，共兩條問題，每題 30 分。第四層程度最深，只設 1 條問題，答中可得 40 分。如答錯，則會扣減該層問題所值分數的一半。
  4. 遊戲四 : 每校派出 2 位學生參加，比試兩條形式不同的問題。
    - 問題一 : 主持播放一段錄音對話（對話語言可以是廣東話，普通話及英語）或一段音樂，並就對話內容問一條刁鑽問題，讓雙方學生搶答。主要考學生的專注力、記憶力和變通力，答中可得 20 分。

- 問題二 : 螢幕顯示某物件的一小角，讓參賽學生去猜物件是甚麼。每方均有 3 個發問機會，向主持查問物件的特徵資料。答中可得 20 分。
5. 遊戲五 : 兩隊在限時 2 分鐘之內，搶答問題取分，每答中一題可得 10 分。
- (計總分，勝方可以蟬聯在下一集繼續比試)
- 賽果及獎項 : (1) 勝出學校將會獲頒獎座乙座  
(2) 全年最高分數的兩間小學將爭奪全年冠軍。  
(3) 片尾會播放得獎學生對整場賽事的看法或心聲。

## 激優一族

### 內容簡介

《激優一族》是以 14-25 歲青少年為對象的文化教育節目。以輕鬆的拍攝及解說手法，介紹現今年青人所喜愛的潮流玩意、文化藝術等相關資訊。讓年青人可以從節目中獲得正面且緊貼潮流的生活及學習態度。

除了有主持介紹的資訊環節外，更為年青人提供一個表演平台，展示其個人才能。另外，為鼓勵年青人留意身邊時事、培養獨立思考，節目更設有時事討論環節，讓年青人積極表達個人意見。

此外，設有心理測驗及 IQ 題等環節，令內容更接近生活，讓年青人有共鳴。

- 「外景環節」— 介紹與青少年有關的消閒娛樂、體育運動、潮流玩意、藝術展覽、餐廳美食等，讓年青人能夠緊貼文化潮流。
- 「由你話事」— 讓青年人發揮長處、展示才華。包括舞蹈、音樂、繪畫、戲劇、雜技、錄像創作以及運動等。
- 「藝人坊」— 邀請不同範疇藝術家介紹其藝術及生活，讓年青人認識多元化藝術，提升年青人對藝術的興趣。
- 「校友 ShowTime」— 邀請學界獲獎學生或團體展示其不同範疇的成就。
- 「星不可測」— 揭示年青人偶像，如藝人、歌手背後的另一身份，讓年青人對藝人有更深認識。
- 「潮人潮爆館」— 邀請潮流人士介紹其專長的潮流活動。
- 「潮爆玩意」— 介紹潮流科技產品、流行玩意及飾物等。
- 「睇通睇透」— 與年青人大玩有趣心理測驗及 IQ 題。

## 快樂長門人

節目主持: 溫裕紅、蘇晉霆

節目宗旨: 為本港六十歲或以上的長者提供各類型之健康資訊、新聞時事、生活保健等情報的綜合雜誌式節目。使長者能時常接觸到社會的動向和脈搏，做一個開心和生活態度積極的人，享受晚年的快樂生活。

節目主持人會以親切輕鬆、平易近人的手法和態度,為長者介紹和生活息息相關的資訊，並邀請各方面的專家，到錄映廠解答問題。

節目內容:

### 1/ 長者福利最新訊息:

邀請政府官員、社署發言人或老人權益關注團體講解一些與長者有關的福利權益，與及申請方法，如:義務電器維修服務、派發平安米應注意事項、長者維修自住物業津貼計劃等等。

### 2/ 識飲識食識滋補:

營養師及註冊中醫師詳細分析長者應如何留意自己飲食與健康，並介紹各種食療方法，如: 預防糖尿病的飲食態度、預防消化不良的方法、冬日滋補湯水、中藥認識和使用須知等等。

### 3/ 醫療訊息速遞

邀請有關之醫生或醫務人員，向長者講解一些常見的病，如:骨質疏鬆、老年癡呆、心臟與心血管病、糖尿病、中風、痛風、青光眼、骨折、耳鳴、睡眠窒息症、白內障、高血壓...等等，並為他們介紹最新的治療及護理方法。亦會邀請註冊藥劑師講解藥物知識，如存放藥物正確方法和選擇哮喘藥物注意事宜等等。

4/ 探討長者社會問題:

分析長者所面對的各類社會問題，如:老人自殺問題、虐老、情緒病、隱蔽長者、與家人相處問題等等，也會教導老人家如何防止被騙等。

5/ 保健護理知多啲:

邀請有關專家講解各類護理專題，如:選擇食物、飲食衛生、進補要訣、家居安全、關節護理、老人專用輔助用具、護理手術後的長者須知、平安鐘服務、傷口護理、選擇合適助聽器、冬日禦寒要點、慎防跌倒、預防流行病症等等。

6/ 介紹社區活動

邀請社區團體的社工、義工和年長參加者作講解和分享，以鼓勵長者積極參與不同類型活動，擴闊生活圈子。如長者學粵曲、長者歷奇活動、教授長者撰寫自傳、介紹長者硬地滾球健體計劃等等。

7/ 長門點唱機:

逢星期五透過一個名為「長門點唱機」的環節，讓長者可以藉此平台，與節目主持人對話，並向親友點唱致意。

## 開心老友記

節目主持：潘芳芳、安德尊

節目宗旨：為六十歲以上長者提供文娛康樂活動的雜誌式節目，2009年本節目遵守上述宗旨，兩位主持以輕鬆手法訪問有關嘉賓，長者節目內容廣泛，包括以下八大範疇：

- 1) 日常護理：  
與衛生署合辦，由衛生署派出代表作專題講解，包括：長者醫療試驗計劃、耆年護膚、水中保健運動、口腔健康、家居安全貼士、固定劑量器、運動強度監測法、長者腰痛解救法、腸胃道感染、糖尿與運動... 等等。
- 2) 飲食營養及食療：  
長者抗疫營養飲食，糖尿病飲食，中醫季節飲食，小食營養...。
- 3) 保健運動：  
邀請專家示範，例如：養生氣功、關節炎太極拳、趙堡太極拳...。
- 4) 松柏情真：  
邀請年長名人及藝人分享心路歷程及養生之道，包括音樂人聶安達、I.T. 人梁麗嫻、電視人盧大偉、相機發燒友陳烘、粵劇愛好者朱伯銓、醬油店主曾吳希君、大妗姐陳笑群、歌星葉麗儀.....。
- 5) 長者表演樂無窮：  
包括口琴演奏、西藏舞、手語歌、大合唱、口述歷史...。
- 6) 長者閒情篇：  
邀請專業長者暢談閒情生活，例如：長者農作分享、自製環保袋、與長者分享其中樂趣...等等

- 7) 報導長者活動：  
例如：天堂家書及思畫比賽、助聽器送贈活動、彩虹傘活動、大腳八活動...  
等等藉此分享長者的體驗。
  
- 8) 長者活動篇及關懷篇：  
每集均介紹適合長者的文娛活動，並提醒長者日常生活細節須知，例如：健康化驗檢查、運動後喝水、多食水果...等等。



## 文化新領域

節目主持：張景淳、朱匯林、溫裕紅

節目宗旨：為鼓勵青少年接觸多元化的文化藝術活動，從參與中親身體驗藝術，拓展文化視野，培養創意思維，特別推出一個為青少年、為學生度身訂造的文化資訊節目，2009年本著以上宗旨編排內容，現簡述如下：

- 1) 演藝樂園：  
邀請對表演藝術有興趣的青少年表演擅長的項目，並作簡單分享，藉此推動該項藝術發展(例如：蘇格蘭民族舞、少年舞獅、啦啦隊表演、練功舞、鼓樂合奏、古箏、聖樂、手鈴…等等)。
- 2) 藝術增值班：  
邀請導師及學生介紹特色藝術課程及進行示範，分享學習箇中樂趣，繼而促進該項藝術的欣賞價值(例如：新年裝飾手工藝、牛年陶瓷、針孔相機、尊師開筆禮、武藝舞、瓷畫…等等)。
- 3) 小眼睛看藝術：  
以深入淺出的方式教導小朋友如何欣賞各種藝術，從小培養孩子欣賞藝術的興趣(例如：唐宋書法、古琴、摺紙、陶笛、粵劇、紙雕、兒童陶藝、印象派畫作、塑膠彩、口琴、扭氣球、美式塗鴉…等等)。
- 4) 文化情緣：  
邀請著名的藝術及文化工作者出任嘉賓，分享藝術路上的心路歷程，以其成功的過程作為範本，鼓勵年青人多參與藝術文化活動(例如：少年漫畫家吳啓忠、多媒體演藝人梁曉豐、舞蹈治療家何天虹、少年粵劇愛好者陳定邦、遊記作家鄧思佩、舞台劇演員李詠靜、新晉插畫家 MIKE WONG...等等)。

5) 文化熱點推介:

此環節將會推介各種適合年青人及小朋友參與的文化藝術活動，培養他們對文化藝術的興趣(例如：金銀銅鐵錫-兒童美術設計展、合家樂繽紛、青少年水墨畫會、國際綜藝合家歡、全港朗誦才藝比賽、黃大仙社區藝術日、糖果嘉年華...等等)。

## 文化廣場

節目主持：朱維德、章志文、黃宇詩

節目宗旨：為培養觀眾對文學藝術表演藝術或視覺藝術的興趣，進而提高文化水平，特別推出「文化廣場」，2009年繼續秉承上述宗旨，內容廣泛，現簡述如下：

- 1) 專題：  
為使觀眾了解身邊的文化活動有多少，每集均有一個專題詳細介紹，例如：香港故事平面印圖比賽、慈善書畫展、香港國際雕塑創作營、情迷雙鏡攝影展、林黛文物展、絲綢之路藝術節、<百年好合>展覽等等、每次將邀請有關代表介紹活動內容。
- 2) 藝展平台：  
香港文化活動多不勝數，包括舞台劇、中西樂演奏、舞蹈表演…等等，為使節目更多姿多采，每集均設有「藝展平台」環節，邀請有關團體介紹活動內容及即席表演，以求達到視聽之效果，例如：結他交響樂、菊壇妙韻、朱思馬即演奏會、第二十屆澳門藝術節、街頭文化表演、老戲新唱京劇表演、AMS組合樂續FUN、戲劇匯演等等。
- 3) 「指定」文化藝術：  
為使觀眾深入了解每一種文化藝術，特別推出以三集為一單元的環節，邀請有關專家詳細講解及示範，例如：戲曲文化、胡琴世界、瓷畫藝術、古文字創意趣味談、珍藏細賞、木琴全接觸、二胡之聲、版藝情真等等。
- 4) 文化資訊：  
每集均推介本星期2至3個文化活動給家庭觀眾選擇，包括話劇、舞蹈、音樂欣賞、專題展覽等等。

Programme Title	Production Source	Age Target	Format / Nature	Content / Objective	Broadcast Schedule
Play with Me Sesame	Overseas	2-6	muppets with presenters	<ul style="list-style-type: none"> <li>Helps to prepare young children for school socially, emotionally and intellectually as they engage in specific games, singing, dancing and moving around</li> <li>On-air activities also support children's creativity and individual expression as well as stress the fundamental concepts of same and difference which are critical underpinnings of reading, maths and science</li> </ul>	Jan
Tikkabilla (II), (III), (IV)	Overseas	3-6	muppets with presenters	<ul style="list-style-type: none"> <li>Song and music develop children's creativity and motor skills</li> <li>Helps children understand the world around them and explore different experiences and cultures</li> <li>Promotes reading habit</li> </ul>	Jan - Mar, Jun - Sep
Tak and the Power of Ju Ju	Overseas	6-12	animation	<ul style="list-style-type: none"> <li>Story about Tak, a lowly Shaman's assistant who is given the power of the Juju to help his tribe</li> <li>Educational and entertaining</li> <li>Promotes moral and social values like love and friendship</li> </ul>	Jan, Aug - Nov
3-2-1 Penguins	Overseas	6-12	animation	<ul style="list-style-type: none"> <li>Story of two young kids (Jason and Michelle) and four out-of-this-world penguins, as they explore the galaxy and learn important, Bible-based lessons and values along the way</li> </ul>	Jan - Feb
Backyardigans, The (II)	Overseas	2-6	animation	<ul style="list-style-type: none"> <li>Featuring musical adventures with imagination</li> <li>Easily understood and appreciated by young children</li> <li>Helps kids develop their imaginations and express themselves creatively through singing and dancing</li> </ul>	Jan

Programme Title	Production Source	Age Target	Format / Nature	Content / Objective	Broadcast Schedule
Freefonix	Overseas	11-15	animation	<ul style="list-style-type: none"> <li>• Filled with chart-topping music, body-rocking boom-box battles, and a dangerously high dosage of laughs – as our three ultra-sonic underdogs become the freedomfighting funksters they were always destined to be</li> <li>• Promotes moral value, love and respect</li> <li>• Entertaining</li> </ul>	Jan - Jun
Adventures of Hello Kitty & Friends	Overseas	2-6	animation	<ul style="list-style-type: none"> <li>• Offers an entertaining and humorous way for children to learn about social interaction and behavior while following the adventures of some of the world's best-loved and most recognizable characters</li> </ul>	Jan, Mar, Oct - Nov
Transformers Animated	Overseas	6-12	animation	<ul style="list-style-type: none"> <li>• Story about Robots and human and their adventures</li> <li>• Entertaining and easily appreciated by young children</li> <li>• Promotes moral values such as responsibility and courage</li> </ul>	Jan - Nov
Jackanory Junior	Overseas	4-6	presenter / animation	<ul style="list-style-type: none"> <li>• Story telling simulates an interest in reading</li> <li>• Scenes being read illustrated by a specially-commissioned still drawing</li> <li>• Educational and entertaining</li> </ul>	Jan
Fimbles	Overseas	2-6	muppet show	<ul style="list-style-type: none"> <li>• Stimulates children's natural curiosity about, and awareness of the world they live in and encourages them to explore the wonders of their own worlds</li> <li>• Full of fun and educational values</li> <li>• Contributes to the social, emotional and intellectual development of young children</li> </ul>	Jan

Programme Title	Production Source	Age Target	Format / Nature	Content / Objective	Broadcast Schedule
Shaun the Sheep	Overseas	4-10	animation	<ul style="list-style-type: none"> <li>• Story about a sheep (Shaun) and other farm animals</li> <li>• Entertaining and easily appreciated by young children</li> <li>• Contributes to the social, emotional and intellectual development of young children</li> </ul>	Jan, Jul
Large Family, The	Overseas	4-8	animation	<ul style="list-style-type: none"> <li>• Promotes moral value, love and respect</li> <li>• Easily understood by young viewers</li> <li>• Entertaining</li> </ul>	Jan
Tiny Planets	Overseas	2-5	animation	<ul style="list-style-type: none"> <li>• Encourages viewers to make their own discoveries as they solve preschool science problems</li> <li>• Helps children examine how things work, strength their observation skills, consider underlying relationships and identify and test new ideas</li> </ul>	Jan
Are You There Yet? World Adventure	Overseas	6-12	adventures	<ul style="list-style-type: none"> <li>• Hosted by sibling duos who share their explorations through journal writing, marker-drawn travel logs and on-location chatter</li> <li>• Educational and entertaining</li> <li>• Widens the knowledge of young viewers about different cultures and places around the world</li> </ul>	Jan - Mar
Big Barn Farm	Overseas	3-8	children drama	<ul style="list-style-type: none"> <li>• Story about four young animals and their view of life on Big Barn Farm where they find themselves in tricky situations and always find a solution and learn something along the way</li> <li>• Promotes moral and social values like friendship and love</li> <li>• Easily understood by young viewers</li> </ul>	Jan - Feb, May - Jul

Programme Title	Production Source	Age Target	Format / Nature	Content / Objective	Broadcast Schedule
My Life as a Teenage Robot	Overseas	6-10	animation	<ul style="list-style-type: none"> <li>• Story about a mechanical girl named Jenny whose life revolves around protecting Earth. Much of the humour in the show is based on Jenny's unusual perspective on the teenage world. She might have the personality of a teen, but she has the body of a robot, and so struggles to fit in and experience the world as a normal girl</li> <li>• Inspires children's imagination</li> <li>• Promotes friendship</li> </ul>	Jan - Feb, May - Jun
Roary the Racing Car	Overseas	2-6	animation	<ul style="list-style-type: none"> <li>• Easily appreciated by children</li> <li>• Promotes friendship and moral values like being positive and helpful to others</li> <li>• Entertaining and educational</li> </ul>	Jan, Apr
Get Squiggling	Overseas	2-5	animation	<ul style="list-style-type: none"> <li>• Story about Squilet the Monster who lives in a plain white world until he draws pictures with colourful characters that come to life</li> <li>• Encourages children to draw their own world of imagination</li> <li>• Entertaining and educational</li> </ul>	Jan - Jul
Jane and the Dragon	Overseas	4-10	animation	<ul style="list-style-type: none"> <li>• Story about an adolescent girl named Jane who is an apprentice knight and friend of a dragon, and her interactions with the rest of the castle's residents as well as their frequent adventures</li> <li>• Promotes moral and social values like integrity, loyalty, friendship and courage</li> </ul>	Jan - Jun

Programme Title	Production Source	Age Target	Format / Nature	Content / Objective	Broadcast Schedule
Ben 10 (I) & (II)	Overseas	5-12	animation	<ul style="list-style-type: none"> <li>• Story of Ben, a typical kid who becomes very atypical after he discovers the Omnitrix, a mysterious alien weapon with the power to transform the wearer into ten different alien species</li> <li>• Entertaining and easily appreciated by young children</li> <li>• Promotes moral values such as responsibility and courage</li> </ul>	Jan - Apr, Nov
Ruby Gloom	Overseas	6-10	animation	<ul style="list-style-type: none"> <li>• Story about Ruby who befriends these strange and sometimes scary creatures disregarding their unusual appearances</li> <li>• Ironic comedy with an emphasis on the importance of friendship</li> <li>• Easily appreciated by children</li> <li>• Promotes moral values</li> <li>• Stimulates children's creativity and imagination</li> </ul>	Jan, Apr
Land Before Time, The	Overseas	4-10	animation	<ul style="list-style-type: none"> <li>• Promotes moral and social values like friendship and love</li> <li>• Easily understood by young viewers</li> <li>• Fun to watch and listen to the songs</li> </ul>	Jan - Jul
Disney's Pepper Ann	Overseas	8-15	animation	<ul style="list-style-type: none"> <li>• About a 12-year-old girl Pepper Ann and her friends on how they chart their ups and downs at school</li> <li>• Promotes moral and social values</li> </ul>	Jan - Sep



Programme Title	Production Source	Age Target	Format / Nature	Content / Objective	Broadcast Schedule
Disney's The Little Mermaid	Overseas			<ul style="list-style-type: none"> <li>• Story of Ariel, a mermaid living in a sea, who becomes human to win the prince's love in exchange for her beautiful voice</li> <li>• Promotes moral and social values like love and friendship</li> <li>• Easily understood by young viewers</li> </ul>	Jan - Aug
My Friend Rabbit	Overseas	2-8	animation	<ul style="list-style-type: none"> <li>• About mouse working together with his best friend Rabbit and a group of animals to solve problems</li> <li>• Promotes moral values and problem-solving skills for young children</li> <li>• Easily understood by young children</li> </ul>	Feb - Mar
Viva Pinata	Overseas	4-10	animation	<ul style="list-style-type: none"> <li>• Life of different types of piñatas and personalities on a magical island</li> <li>• Stories filled with fun, love and imagination</li> <li>• Easily understood and appreciated by children</li> </ul>	Feb - Mar
Hana's Helpline (II)	Overseas	3-6	animation	<ul style="list-style-type: none"> <li>• About Hana the duck who runs a telephone helpline for animals with problems</li> <li>• Easily understood and appreciated by children</li> </ul>	Feb - May
Toot & Puddle	Overseas	2-6	animation	<ul style="list-style-type: none"> <li>• Follows two lovely characters exploring the world</li> <li>• Piques young viewers curiosity about the world around them</li> <li>• Easily appreciated and understood by young children</li> </ul>	Feb - Mar, Jun - Sep

Programme Title	Production Source	Age Target	Format / Nature	Content / Objective	Broadcast Schedule
Supernormal	Overseas	8-12	animation	<ul style="list-style-type: none"> <li>• Promotes social and moral values</li> <li>• Easily understood by young viewers</li> <li>• Educational</li> </ul>	Feb, Apr - May
Sesame Street (XXXVIII), (XXXIX)	Overseas	3-6	muppets with presenters	<ul style="list-style-type: none"> <li>• With emphasis of a curriculum that includes positive values and morals and helps building one's self-esteem</li> <li>• Helps kids to develop respect and understand others and stimulate their creativity and imagination</li> <li>• Contributes to the social, emotional and intellectual development of young children</li> </ul>	Mar - Apr, Jul - Oct
Wild Tales	Overseas	4-10	documentary	<ul style="list-style-type: none"> <li>• About how polar bears, caribous and wild dogs grow up</li> <li>• Educational and entertaining</li> <li>• Easily appreciated by children</li> <li>• Promotes love of animals and conservation of nature</li> </ul>	Mar - Aug
Eyes of Nye	Overseas	8-20	documentary	<ul style="list-style-type: none"> <li>• Reveals the mysteries of the science world through the curiosity of the host – Nye's eyes</li> <li>• Encourages children and teenagers to look at science in a new light with exciting scientific discoveries</li> <li>• Widens viewers' knowledge of science and helps them to explore the fun in it</li> <li>• Entertaining and educational</li> </ul>	Mar

Programme Title	Production Source	Age Target	Format / Nature	Content / Objective	Broadcast Schedule
Tommy Zoom	Overseas	4-6	live / animation	<ul style="list-style-type: none"> <li>About how Tommy sorts out things that happen in real world</li> <li>With stories that revolve around social, environmental and behavioral issues approaching subjects in a fun and entertaining way</li> </ul>	Mar
Fetch! With Ruff Ruffman (I) & (III)	Overseas	6-10	animation / game show	<ul style="list-style-type: none"> <li>Contest for teenagers who are given mystery assignments, concocted by Ruff, to test their determination, their daring and their intellect</li> <li>Enhances problem-solving skills of the kids and promotes teamwork</li> <li>With an extensive outreach initiative to extend the impact of the show's three science themes: animals, air and space, and inventions</li> </ul>	Apr - Sep
Hannah Montana	Overseas	11-15	drama	<ul style="list-style-type: none"> <li>Featuring Hannah Montana, a 14-year-old girl who is a pop singer while living a normal school life</li> <li>Promotes moral and social values like friendship and love</li> <li>Fun to watch and listen to the songs</li> </ul>	Apr - May
Chuggington	Overseas	4-10	animation	<ul style="list-style-type: none"> <li>Story about the adventures of three young trainee locomotives in the fictional town of Chuggington</li> <li>Entertaining and educational</li> </ul>	Apr - Oct

Programme Title	Production Source	Age Target	Format / Nature	Content / Objective	Broadcast Schedule
Suite Life of Zack & Cody (I) & (II), The	Overseas	6-15	children's drama	<ul style="list-style-type: none"> <li>• Comedy series of the trouble-making twins, Zack and Cody Martin whose single mom gets a job singing at an upscale hotel in Boston and as part of her contract, a suite for them to live</li> <li>• Intergating problems and trouble of young adolescences facing, which encourages viewers to face their problems in positive ways</li> <li>• Entertaining with educational values like parenting relationships, health issues, friendships</li> </ul>	Apr & Nov
Pinky Dinky Doo (II)	Overseas	4-10	animation	<ul style="list-style-type: none"> <li>• Based on bedtime stories that the creator made up and told his kids</li> <li>• Easily appreciated and understood by young children</li> <li>• Encourages children to be creative and stimulates imagination</li> </ul>	Jun - Jul, Oct - Nov
Electric Company, The	Overseas	5-15	children's drama	<ul style="list-style-type: none"> <li>• Designed to teach four to five vocabulary words, and songs that can sing along in each episode</li> <li>• Entertaining and educational</li> </ul>	Jul - Sep, Dec
Roary the Racing Car (II)	Overseas	4-8	animation	<ul style="list-style-type: none"> <li>• Animated story about Roary the car and his friends at Silver Hatch race track</li> <li>• Entertaining and educational with road safety rules</li> </ul>	Jul - Oct
Richard Hammond's Blast Lab	Overseas	6-14	game show	<ul style="list-style-type: none"> <li>• Two teams of children taking part in science-related challenges to win prizes at the end of the show</li> <li>• Entertaining and educational</li> </ul>	Jul - Nov
Fifi and the Flowertots (III)	Overseas	4-8	animation	<ul style="list-style-type: none"> <li>• Entertaining animation with lovely characters</li> <li>• Heart-warming series about the adventure of growing up, promote love and respect for life</li> </ul>	Jul - Oct

Programme Title	Production Source	Age Target	Format / Nature	Content / Objective	Broadcast Schedule
Are You There Yet? World Adventure (II)	Overseas	6-12	adventures	<ul style="list-style-type: none"> <li>Hosted by sibling duos who share their explorations through journal writing, marker-drawn travel logs and on-location chatter</li> <li>Educational and entertaining</li> <li>Widens the knowledge of young viewers about different cultures and places around the world</li> </ul>	Aug - Nov
Kim Possible	Overseas	8-14	animation	<ul style="list-style-type: none"> <li>Tells the adventure of the teenage girl "Kim" showing how she saves the world and people</li> <li>Promotes spiritual &amp; moral values, understanding and harmony amongst friends and in the family</li> </ul>	Aug - Nov
Avatar	Overseas	8-12	animation	<ul style="list-style-type: none"> <li>Story about a 12-year-old boy torn between fulfilling his fate as the long-awaited Avatar and to be a regular kid</li> <li>Entertaining animation with lovely characters</li> </ul>	Sep - Nov
Pearlie	Overseas	6-10	animation	<ul style="list-style-type: none"> <li>Pearlie, a park fairy living in a magic city, having parties and events with its residents and with some fun of fairy tale</li> <li>Entertaining animation with lovely fairy characters</li> </ul>	Oct - Nov
Monster Buster Club	Overseas	6-12	animation	<ul style="list-style-type: none"> <li>Adventures stories about tells how the MBC members balance their school work whereas bustering aliens to save the planet</li> <li>Entertaining animation with educational moral values like friendship and trust</li> </ul>	Oct - Nov
3rd & Bird	Overseas	3-5	animation	<ul style="list-style-type: none"> <li>Adventure of Samuel, a bird, and his friends, which is packed with entertaining stories, songs and adorable characters</li> <li>Helps young children to explore their world, build a knowledge of community and develop valuable social skills</li> </ul>	Oct - Nov

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Spectacular Spider-Man, The	Overseas	8-14	animation	<ul style="list-style-type: none"> <li>Adventure series that follows Peter Parker, a not-so-typical 16-year-old with newfound powers, combating bigger, badder supervillains</li> <li>Entertaining</li> <li>Deals with teenage problems with educational values</li> </ul>	Oct - Nov
Weekenders, The	Overseas	11-15	animation	<ul style="list-style-type: none"> <li>About four adolescent friends on their quest for the "ultimate" weekend, from the time the school bell rings on Friday until Sunday night</li> <li>Promotes moral and social values like friendship</li> </ul>	Oct - Nov
Dex Hamilton	Overseas	8-12	animation	<ul style="list-style-type: none"> <li>Story about the alien insect kingdom where they are in sewers, hiding in our homes and affecting our daily lives</li> <li>Entertaining animation with lovely characters</li> </ul>	Nov
Adiboo Adventure Mission Earth	Overseas	5-11	animation / documentary	<ul style="list-style-type: none"> <li>Explores the mystery of nature including rain, plants, snow, sea, deserts, sky, wind and clouds</li> <li>Educational and entertaining</li> <li>Easily understood by young viewers</li> </ul>	Nov
Word World	Overseas	2-6	animation	<ul style="list-style-type: none"> <li>Featuring loveable characters called WordFriends who embark on adventures in a world of words</li> <li>Entertaining with lovely characters</li> <li>Empowers children as early readers by making the important connections between letters, sounds, words and meanings that are necessary for reading</li> </ul>	Dec

Programme Title	Production Source	Age Target	Format / Nature	Content / Objective	Broadcast Schedule
Aqua Kids	Overseas	7-18	documentary	<ul style="list-style-type: none"> <li>Educates young people about the importance of protecting marine environments and the animals that live there</li> <li>Gives knowledge about marine life</li> </ul>	Jan - Feb, Jun - Nov
Art Attack	Overseas	6-15	enrichment	<ul style="list-style-type: none"> <li>Teaches children artwork using different materials like paint and glitter artwork</li> <li>Encourages the habit of acquiring knowledge</li> <li>Promotes appreciation of arts and stimulates children's creativity and imagination</li> </ul>	Jan - Nov
Endurance High Sierras	Overseas	8-15	game	<ul style="list-style-type: none"> <li>Emmy-nominated reality competition series for kids</li> <li>20 kids meet up at a new secret and rugged mountain location to confront physical and mental challenges and handle some unexpected dramatic twists that leave them reeling</li> <li>Entertaining and educational</li> <li>Encourages children to work as a team</li> </ul>	Jan - Feb
Petkeeping with Marc Morrone	Overseas	10-18	documentary	<ul style="list-style-type: none"> <li>Pet specialist, Marc Morrone being surrounded by an entire menagerie of lively, furry and feathered friends, shares years of experience with household pets and their behavioral patterns</li> <li>Informative and educational</li> </ul>	Jan - Jun

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Eyes of Nye, The	Overseas	8-20	documentary	<ul style="list-style-type: none"> <li>Reveals the mysteries of the science world through the curiosity of the host – Nye's eyes</li> <li>Encourages children and teenagers to look at science in a new light with exciting scientific discoveries</li> <li>Widens viewers' knowledge of science and helps them to explore the fun in it</li> <li>Entertaining and educational</li> </ul>	Jan - Mar
Serious Jungle	Overseas	11-15	documentary	<ul style="list-style-type: none"> <li>Documentary about children learning to come to terms with hardships in the jungle</li> <li>Gives insights on the return of young orangutans to the wild</li> <li>Designed to impart a broader knowledge of the world around us</li> </ul>	Feb
Design Squad (I), (II), (III)	Overseas	15-19	enrichment	<ul style="list-style-type: none"> <li>Presents viewers with positive role models who experience engineering as a fun and engaging process</li> <li>Increases student knowledge of engineering and design process</li> </ul>	Mar - Nov
Serious Ocean	Overseas	6-18	documentary	<ul style="list-style-type: none"> <li>About eight intrepid travellers who take part in a census of the local penguins and partake in research about the remote colonies of sea mammals, including sea lions, whales, seals and dolphins</li> <li>Gives knowledge about marine life</li> </ul>	Mar - Aug



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Endurance Fiji (VI)	Overseas	12-18	enrichment	<ul style="list-style-type: none"> <li>• Reality television game show in which kids test their brains and brawn in a variety of physical and mental activities, including stunts, logic games, question-and-answer contests and games of chance</li> <li>• Promotes moral values and team work with relative reward and punishment</li> </ul>	Aug - Nov
World of Wonders, A	Overseas	11-15	documentary	<ul style="list-style-type: none"> <li>• Takes a fun approach to social studies, geography, science, adventure and natural history</li> <li>• Entertaining and educational</li> </ul>	Nov
Bang Goes The Theory	Overseas	11-18	enrichment	<ul style="list-style-type: none"> <li>• Fun magazine style series looking at cutting edge science, with big stunts, team challenges and glimpses of the technology of the future</li> <li>• Explores science in simplified and direct investigations and explains scientific issues we come across in everyday life</li> <li>• Increases student knowledge of science and stimulates their interest in the scientific field</li> </ul>	Nov
Real Life 101	Overseas	11-18		<ul style="list-style-type: none"> <li>• Introduces real people doing real jobs that you might not know even existed</li> <li>• Entertaining and educational</li> </ul>	Dec