

WTVP-TV
PROGRAM EFFORTS RELATED TO CHILDREN'S NEEDS
JULY-DECEMBER 2003

PTV - THE READY TO LEARN SERVICE

Recognizing the importance of quality television for its younger viewers, WTVP continues the PTV - Ready To Learn project. Designed for children ages 2–12, PTV features an unprecedented combination of services:

- The full line-up of PBS children's series—the quality, educational, nonviolent, noncommercial programming that parents and educators have trusted for two generations;
- Specially-produced “program breaks” that urge children to be creative, curious, cooperative, and responsible learners; and
- Training workshops and resource materials to help parents, teachers, and caregivers extend the educational impact of the programs—and help children love learning.

The on-air component of the Service is available Monday-Friday from 5:30-11:30 a.m. & 2:30-5:30 p.m. WTVP cable viewers also receive additional early morning children's programming. Program details follow:

BETWEEN THE LIONS

This series is a multi-media educational initiative created to help children aged four to seven acquire beginning skills and a love of reading. The series is built around a curriculum that incorporates the most recent advances in literacy skill instruction. Monday-Friday 5:30 & 9:30 a.m.; Sun. 11 a.m. July-Dec., 2003
30 minutes PBS

ARTHUR

This animated series—featuring the world's most famous aardvark—uses imagination, kindness and humor to help young people meet the challenges of childhood. Monday-Friday, 6 AM & 4:30 PM; Sat. 6:30 a.m.; Sun. 10:30 a.m. July-Dec., 2003 30 minutes PBS

CLIFFORD THE BIG RED DOG

The programs emphasize good citizenship and the importance of community. Through the character of Clifford, whose heart is as big as he is, children absorb gentle lessons about acceptance and inclusion.

Monday-Friday 6:30 & 10:30 AM; Saturdays 5 AM; Sundays 6:30 AM

July-Dec., 2003 30 minutes PBS

SESAME STREET

Award-winning preschool program prepares children for formalized learning in school and tackles the issue of race relations, presenting the idea that there are all kinds of people whose differences are delightful, but whose humanity is the same.

Monday-Friday 7 AM; Saturdays 8 AM; Sundays 7 AM

July-Dec., 2003 60 minutes PBS

ZOBOOMAFOO

A groundbreaking series designed especially for preschoolers about the great moment of discovery when a kid meets an animal for the first time. Using music, songs and sounds from around the world, the series teaches children how to care for the creatures with which we share the planet and instills basic life lessons in young viewers.

Monday-Friday 10 AM July-Dec., 2003 30 minutes PBS

BARNEY & FRIENDS

A fuzzy purple stuffed dinosaur, comes to life—giant size—through the fantasies of six children, who invite preschoolers to interact with the characters, sing along and learn while having fun.

Monday-Friday 8:30 AM; Sun. 8 a.m. July-Dec., 2003 30 min. PBS

TELETUBBIES

The series' unique format and characters are designed to nourish young children's thinking skills, teach them to listen, help build their curiosity, expand their imagination and increase their confidence.

Mon.-Fri. 9 a.m.; Sun. 8:30a.m. July-Dec., 2003 30 minutes PBS

BERENSTAIN BEARS/SEVEN LITTLE MONSTERS

For four decades, The Berenstain Bears books have delighted children worldwide. Programs in the series instill timeless life lessons and reflect the traditional community values of country life. Seven Little Monsters comes from the imagination of Maurice Sendak, world-renowned author/illustrator of *Where the Wild Things Are*. The programs center on conveying models for ethical behavior and effective coexistence through the use of creative and dramatic play.

Monday-Friday 11 AM July-Aug.; 2:30 p.m. Sept.-Dec., 2003

30 minutes PBS

DRAGON TALES

This series chronicles the adventures of six-year-old Emmy and her four-year-old brother Max, who discover a magic dragon scale in the playroom of their house. The series encourages children to pursue challenging experiences and teaches that trying and not fully succeeding are natural and valuable parts of growing up.

Monday-Friday 8 AM; Sun. 9 a.m. July-Dec., 2003 30 minutes PBS

GEORGE SHRINKS

Based on the popular children's book by William Joyce, **GEORGE SHRINKS** celebrates the power of being small. George may only be three inches tall, but that's not a problem—he never sweats the small tasks or shies away from challenges. The program highlights self-acceptance, working within one's limitations, creatively solving problems and overcoming obstacles.

Monday-Friday 2:30 PM, July-Aug.; Sat. 7 a.m. July-Dec., 2003
30 minutes PBS

CAILLOU

Based on the series of best-selling children's books, the stories address real problems and conflicts typical to a young child's development. Through it all, Caillou is just an irresistible little boy in a big world with whom every young child and parent can identify. Sunday 6 AM, July-Dec. 2003 30 minutes PBS

CYBERCHASE

CYBERCHASE, a new animated adventure series, takes kids on a wild ride through cyberspace—and challenges them to use the power of math to solve problems. The program sends the message that math is fun—math is about problem solving and, boy, does it come in handy.

Monday-Friday 3:30 p.m.; Saturday 6 a.m. July-Dec., 2003
30 minutes PBS

READING RAINBOW

Host LeVar Burton takes young viewers on reading adventures that help motivate an interest in reading for pleasure and entertainment.

Monday-Friday 3 PM July-Dec., 2003 30 minutes PBS

ZOOM

Created for kids and by kids, ZOOM is a new version of the Emmy Award-winning 70's PBS children's show. The new ZOOM features games, plays, science experiments and other activities based on contributions sent in by kids from across the country.

Monday-Friday 4 PM July-Dec., 2003 30 minutes PBS

SAGWA THE CHINESE SIAMESE CAT

Based on Amy Tan's children's book, Sagwa, this children's series is set in historic China and follows the adventures of a spirited, adventurous young cat named Sagwa as she explores her widening world. Sagwa addresses the primary education goals of supporting social and emotional development; exposing children to Chinese culture, language, music and folklore; and encouraging children to value their own family culture and recognize there are similarities in children's lives across cultures.

Saturdays, 7:30 AM; Sundays, 10 AM July-Dec., 2003

30 minutes PBS

ANNE OF GREEN GABLES: THE ANIMATED SERIES

This children's series follows the adventures of the irrepressible Anne Shirley, whose independent spirit and impetuous nature makes Avonlea an exciting place to live. The series reinforces the importance of family, relationships and self-confidence.

Sundays, 5 and 9:30 AM July-Dec., 2003 30 minutes PBS

LIBERTY'S KIDS

This revolutionary children's animated series tells the story of the birth of democracy in America. The tale is told through the eyes of two teenagers and their young friend working in Benjamin Franklin's print shop. Many of the important turning points in America's colorful history are brought to life.

Monday-Friday, 5 p.m.; Saturday 5:30 a.m. July-Dec. 2003

30 minutes PBS

ANGELINA BALLERINA

Dancing her way into the hearts of children, ANGELINA BALLERINA is a little mouse who yearns to become a prima ballerina in this animated series, based upon the popular children's book series. Targeted to three- to seven-year-olds, ANGELINA teaches valuable lessons about honesty, determination and numerous other positive values.
Sundays, 5:30 a.m. July-Dec. 2003 30 minutes PBS PLUS

MISTER ROGERS' NEIGHBORHOOD

Mister Rogers helps children feel good about themselves.
Monday-Friday 11 AM Sept.-Dec., 2002 30 minutes PBS

FRONTLINE "Public Schools, Inc."

Ten years after "edupreneur" Chris Whittle first announced his bold plan to revolutionize the way we educate our children, Whittle's Edison Schools continue to be a lightning rod for the issue of for-profit, public education. In this program, FRONTLINE and the PBS education series "The Merrow Report" join forces with *The New York Times* to investigate the intertwined fortunes of Edison Schools and its charismatic yet controversial leader, and examine whether it's possible to create world-class schools that turn a profit.

Thursday, July 3, 2004 9 p.m. 60 minutes PBS

PARENT SENSE "Teething 1-2-3"

This program looks at teething, postpartum depression, techniques for conflict resolution, and the effects of television viewing on children.

Sunday, July 6, 2003 3 p.m. 30 minutes NETA

LET'S TALK

Dr. Gail Gross, a nationally recognized expert on child education and development issues, talks about the importance of giving back to society with Joseph Roberts, the founder of "Fight for Children."

Sunday, July 6, 2003 3:30 p.m. 30 minutes each PBS PLUS

TO THE CONTRARY

The panel discusses a new study, which finds that too much child daycare may cause behavioral problems, and innovative treatments to address the national crisis of teen substance abuse.

Sunday, July 20, 2003 12:30 p.m. 24 minutes PBS PLUS

TONY BROWN'S JOURNAL

“The Secretary of Education's Plan For Better Schools”

A recent study found that only six percent of Black eighth graders could pass the math section of the SAT test. On this program, Rod Paige, the first Black secretary of education and the first to hold that office from an urban school system, addresses this dilemma and offers his plan for better schools.

Sunday, Aug. 10, 2003 1:30 p.m. 30 minutes PBS PLUS

KID CONCOCTIONS

John and Danity Thomas host this special, which shows viewers how to make learning fun and exciting through the creation of unique arts-and-crafts projects.

Sunday, Aug. 10, 2003 3:30 p.m. 90 minutes PBS

TO THE CONTRARY “Culture of Change”

Dr. Sandra Headen, who is using the principles of Kwanzaa to reduce smoking among African-American teens, is interviewed.

Sunday, Aug. 24, 2003 12:30 p.m. 10 minutes PBS PLUS

FOR TEACHERS ONLY

This program, hosted by WTVP Program Director Linda Miller, returns with a preview of the new fall season and an update on materials available for use in the classroom.

Aug. 31, Sept. 2, 3, 4 & 7, 2003 Various times 30 minutes WTVP

WIDE ANGLE “Time for School”

Doesn't everyone remember their first day of school? Not everyone can. Over a hundred million children worldwide have never spent a day in school. One in four does not complete even five years of basic education. Now, 182 nations have promised to provide access to free and compulsory education for every child in the world - by 2015. To test the reality of this commitment, WIDE ANGLE profiles children in Japan, Kenya, Benin, Brazil, Romania, and India who have managed to enroll in the first year of primary school - in most cases despite great odds.

Thursday, Sept. 4, 2003 9 p.m. 60 minutes PBS

FROM PICTURES TO WORDS

This new special provides practical suggestions to parents and teachers on how children can be encouraged and supported to acquire the skills necessary for a lifetime of writing and reading.

Sunday, Oct. 5, 2003 4:30 p.m. 30 minutes APT

AT ISSUE—FOSTER CARE

The Illinois Department of Children and Family Services is always short of foster families. This program, hosted by H Wayne Wilson, looks at successful foster programs and the difficulties in placing foster children. Panelists include DCFS Director Bryan Samuels, Liz Rickert of Lutheran Social Services, Amie Majernik of Children's Home, and Mike Wells of Catholic Charities. In a special report, Shelli Dankoff talks to the foster parents and the biological mother of a foster child. (Repeated Sunday at 4:30 p.m.)

Thursday, Oct. 16, 2003 8:30 p.m. 30 minutes WTVP

ENNIS' GIFT: A FILM ABOUT LEARNING DIFFERENCES

This special focuses on actors, scientists, business leaders, a polar explorer, a teacher, and dozens of other adults and children who have one thing in common—they all have learning differences.

Tuesday, Nov. 4, 2003 9 p.m. 60 minutes APT

NON BROADCAST ACTIVITIES

READY TO LEARN

Now in its eighth year, WTVP 47's Ready To Learn program continued to grow throughout the last six months of 2003.

- WTVP 47 conducted 23 workshops for 251 educators, college education majors, childcare professionals, and parents—reaching 996 children—from July through December. The workshops featured hands-on activities, free print materials and ideas to help participants use television as an additional resource to nurture children's love of reading and enthusiasm for learning.

The main targets thus far have been childcare providers and parents of preschool and primary school children in lower-income, inner-city, rural, low-literacy, or "at risk" programs.

- In the "First Book" program—designed to provide free paperback books to children who otherwise might not own them—WTVP distributed 2,798 books to help Central Illinois children begin their own libraries. At special reading nights, book parties, and informal events, WTVP introduced young people to WTVP 47's quality children's television programs—and provided music, storytelling, special hands-on activities, and free books to all those attending.

EDUCATIONAL INITIATIVES

WTVP published the 30th edition of *For Teachers Only* and distributed the newsletter to 12,000 educators throughout our viewing area. Designed to provide an overview of the new fall season, the publication also outlined ways that educators can use WTVP programs to enrich the learning experience for students. A special half-hour video edition of *For Teachers Only* was broadcast in August & September to provide a true preview of the new season.

LIBERTY'S KIDS

WTVP continued a year-long outreach project centered around LIBERTY'S KIDS, a "revolutionary" new series that tells the story of the birth of democracy in America. With a \$3,000 grant from the National Center for Outreach, WTVP teamed up with Common Place to develop a "pilot" project that featured monthly LIBERTY'S

KIDS events during their after-school programs, special programs during the summer, and special reading nights throughout the year.

READING RAINBOW URBAN LEAGUE PROJECT

WTVP also continued an after-school project this fall with the Tri-County Urban League. Twenty-five children from two local primary schools gathered at the Urban League once each week from Sept. 29-Dec. 11 to enjoy READING RAINBOW videos and a variety of special activities that extended the learning opportunities for each program.

SPECIAL EVENTS

This fall, WTVP also participated in a wide variety of special community and school events including:

- A Multi-Cultural Festival – July 26
- Child Care Connection Resource Fair – Sept. 22
- Irving School Family Night – Oct. 21
- Catholic Social Services Halloween Fair – Oct. 29
- Pekin Head Start Family Night – Nov. 12
- Common Place Reading Night – Nov. 20

VIDEO BOOK REPORTS

WTVP has also been very active in encouraging reading and writing among all children in the community. Each July, libraries from throughout our viewing area send young readers to our studio to tape "video" book reports for our Rainbow Readers program—currently in its 15th year. This year, 13 children participated, and their 30- to 60-second book reports aired locally around the popular PBS series READING RAINBOW.

Ready To Learn Statistics – July-Dec.

	Workshops	Participants	Children reached
August	1	15	21
Sept.-Nov.	18	190	845
Dec.	4	46	130
Totals	23	251	996