

**WTVP-TV**  
**PROGRAM EFFORTS RELATED TO CHILDREN'S NEEDS**  
**JANUARY-JUNE 2006**

**PTV - THE READY TO LEARN SERVICE**

Recognizing the importance of quality television for its younger viewers, WTVP continues the PTV - Ready To Learn project, and has added a Ready to Lead in Literacy component. 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 & 10 a.m.; Sun. 11 a.m. Jan.-June, 2006

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 & 3:30 PM; Sun. 10:30 AM Jan.-June, 2006 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 7:30 AM; Sundays 6:30 AM Jan.-June, 2006 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 8 AM; Saturdays 5 & 8 AM; Sundays 7 AM

Jan.-June, 2006 60 minutes PBS

**IT'S A BIG BIG WORLD**

In this new series, pre-schoolers are engaged by a diverse group of animal characters, exciting stories and world music rhythms, while a multi-level, age-appropriate science and geography curriculum taps into their natural fascination with a world much bigger than their immediate surroundings.

Monday-Friday, 9 AM Jan.-June, 2006 30 minutes PBS

#### **FETCH! WITH RUFF RUFFMAN**

Part game show, part reality series, part spoof, **FETCH!** explores the untapped potential of the hugely popular reality television genre and proves it can be a great way for kids to learn problem-solving skills and teamwork, while exposing them to different cultures and experiences.

Monday-Friday, 6:30 AM & 4:30 PM, June, 2006 30 minutes PBS

#### **BOOHBAH**

Powered by the laughter and joy of real children, the Boohbahs—five colorful atoms of energy with infectious enthusiasm—engage children as active participants in their own learning and growing process.

Saturdays 6 AM, Jan.-June, 2006 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 10:30 AM; Jan.-June, Sun. 8 a.m. Jan.-Ap., 2006 30 min. PBS

#### **MISTER ROGERS' NEIGHBORHOOD**

Mister Rogers helps children feel good about themselves.

Monday-Friday 11 AM Jan.-June, 2006 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 9:30 a.m. Jan.-June, 2006 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.

Sundays 5 AM Jan.-June, 2006 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.

Monday-Friday 7 a.m., Sunday 6 AM, Jan.-June, 2006 30 minutes PBS

#### CYBERCHASE

CYBERCHASE, an 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 p.m. Jan.-June, 2006 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 2:30 PM Jan.-June, 2006 30 minutes PBS

#### POSTCARDS FROM BUSTER

POSTCARDS FROM BUSTER, a spin-off of the popular show ARTHUR, follows Arthur's best friend as he travels across the country, creating first-person video postcards of his latest discoveries and his newest friends. His adventures spotlight the rich cultural diversity of our nation.

Monday-Friday 6:30 AM & 4:30 PM Jan.-May, 2006 30 minutes PBS

#### MAYA & MIGUEL

This vibrantly new, uproariously funny animated series stars loving irresistible 10-year-old Latino twins Maya & Miguel Santos. Entertaining and educational, the series promotes cross-cultural understanding and validates the variety of perspectives, traditions, languages and experiences that populate today's world.

Monday-Friday 4 PM Jan.-June, 2006 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 5 PM Jan.-June, 2006 30 minutes PBS

#### THOMAS AND FRIENDS

These half-hour programs, based on the much-loved books by Reverend W. Awdry, follow the lives of Thomas and his friends as they work hard, overcome "cracks in the tracks," and in the end, strive to be "Really Useful Engines."

Saturdays, 7:30 AM; Sundays, 9:30 AM, Jan.-June, 2006  
30 minutes PBS

#### DRAGONFLY TV

In each episode of this children's science series real kids pursue their own scientific investigations and share the excitement that comes with making their own discoveries.

Saturdays, 7 AM; Sundays, 5:30 AM Jan.-June, 2006 30 minutes APT

#### BOB THE BUILDER

In each episode, Bob, Wendy and their crew of machines work together as a team, demonstrating the value of a “can-do” spirit, problem-solving and personal achievement, while reminding viewers that “the fun is in getting it done!”

Sundays, 9 AM Jan.-June, 2006 30 minutes PBS PLUS

#### THE ZULA PATROL

The series, targeted to pre-kindergarteners through third-graders, delivers both astronomy-based science education (orbits, eclipses, moon phases, asteroids, comets, gravity), as well as character-building lessons. THE ZULA PATROL provides a dynamic, focused and fun learning experience for children, while encouraging them to think innovatively and approach problems evenhandedly.

Sundays, 10 AM Jan.-June, 2006 30 minutes APT

#### MUSTARD PANCAKES

This series celebrates the joy of childhood through the power of music, storytelling and appealing characters. Viewers three- to six-years-old are invited into a nurturing environment where characters support each other's growth and work together to overcome the day-to-day challenges all children face. Mr. D. Campbell, a gifted storyteller, songwriter, guitarist and comedienne, provides a lively forum in which her pets grow emotionally and solve their own problems under her tender and wise guidance.

Sundays, 8:30 AM Jan.-June 2006 30 minutes APT

#### JAY JAY THE JET PLANE

On the runway to discovery, perky little plane Jay Jay and his friends captivate youngsters age two to six as they encounter the wonders of science and nature and come to understand what it means to be a child.

Saturdays, 6:30 a.m. Jan.-June, 2006 30 min. PBS

#### SIGNING TIME!

Host Rachel Coleman, children Leah and Alex, and an animated frog names Hopkins teach American Sign Language signs for family members, animals, the alphabet, feelings, manners, foods and everyday objects and activities.

Sundays, 8 AM May-June, 2006 30 minutes APT

#### MAKING SCHOOLS WORK

Hosted by acclaimed journalist Hedrick Smith, MAKING SCHOOLS WORK focuses on educational successes—communities and school models that have significantly raised student performance and closed achievement gaps for minority and poor students. The two-hour program looks at examples that affect more than a million students in seven different school districts from coast to coast, from inner-city to rural America.

Wednesday, Jan. 4, 2006 8 p.m. 120 min. PBS

#### AT ISSUE—SCHOOL REFORM

As a local companion program to the national special MAKING SCHOOLS WORK, tonight's AT ISSUE explores school reform. (Repeated Sunday at 4:30 p.m.)

Thursday, Jan. 5, 2006 8:30 p.m. 30 minutes WTVP

### COUNTRY BOYS, A "FRONTLINE" PRESENTATION

David Sutherland, acclaimed producer of "The Farmer's Wife," returns to rural America with COUNTRY BOYS, an epic tale of two boys coming of age in eastern Kentucky's Appalachian hills. Over three nights, viewers will come to know Cody Perkins and Chris Johnson, classmates at an alternative high school, who inhabit the same world yet are light years apart. Through intimate cinematography and extraordinary sound design that puts the viewer inside the skin of the story's colorful and memorable characters, COUNTRY BOYS traverses the emotional terrain of two boys who are about to become men, documenting their struggles to overcome hardship and poverty and find meaning in their lives.

Monday-Wednesday, Jan. 9-11, 2006 8-10 p.m. 6 hours PBS

### RAISING CAIN

From the public school system to the absence of strong male role models, American boys face a number of obstacles. This program, hosted by child psychologist Michael Thompson, Ph.D., author of the best-seller *Raising Cain*, provides surprising new research about boys' inner workings, dispelling a number of commonly held misconceptions, and highlights innovative programs that are bringing out the best in boys.

Thursday, Jan. 12, 2006 8 p.m. 120 minutes PBS

### THE STORIED LIFE OF MILLIE BENSON

This special recounts the inspiring life story of author, reporter and adventurer Mildred Wirt Benson—better known as Carolyn Keene, the ghostwriter of the first 23 Nancy Drew mysteries.

Sunday, Jan. 15, 2006 4:30 p.m. 30 minutes APT

### AT ISSUE—ILLINOIS SCHOOL SUPERINTENDENT

Illinois School Superintendent Randy Dunn joins host H Wayne Wilson to look at a variety of educational issues. (Repeated Sunday at 4:30 p.m.)

Thursday, Mar. 30, 2006 8:30 p.m. 30 minutes WTVP

### PEORIA DISTRICT 150 SCHOLARS' CUP COMPETITION

The Peoria District 150 Scholars' Cup Competition provides sixth grade students with an opportunity to compete in an academically challenging program—and this new WTVP production features the competition's championship round. (Repeated Monday at 10 p.m. and Tuesday at 8 p.m.)

Sunday, Ap. 2, 2006 9:30 p.m. 30 min. PBS

### AT ISSUE—EDUCATION: TRUANCY/DROPOUT RATE #1823

In this first of three shows focusing on education, AT ISSUE looks at programs designed to keep students in school, including alternative schools. (Repeated Sunday at 4:30 p.m.)

Thursday, Ap. 6, 2006 8:30 p.m. 30 minutes WTVP

### AT ISSUE—EDUCATION: SCHOOL CLOSINGS AND EXPANSION #1824

In this second of three shows focusing on education, AT ISSUE looks at the difficulties that some school districts face with declining enrollment while others face growing pains. (Repeated Sunday at 4:30 p.m.)

Thursday, Ap. 13, 2006 8:30 p.m. 30 minutes WTVP

**AT ISSUE—EDUCATION: CONSOLIDATION #1825**

In this last of three shows focusing on education, AT ISSUE looks at the difficulties that small communities face when they consider consolidation.

(Repeated Sunday at 4:30 p.m.)

Thursday, Ap. 20, 2006 8:30 p.m. 30 minutes WTVP

**2006 NATIONAL GEOGRAPHIC BEE**

Alex Trebek hosts the finals of the 2006 National Geographic Bee. The ten finalists are culled from millions of students from grades 4 through 8 who have tested their geographic knowledge in this challenging and entertaining competition.

Tuesday, June 27, 2006 8 p.m. 60 minutes PBS

## NON BROADCAST ACTIVITIES

January-June 2006

### READY TO LEAD IN LITERACY

With a new “Ready To Lead in Literacy” grant from the Corporation for Public Broadcasting and matching funds from the station, WTVP launched a new project that will provide an opportunity to refashion and strengthen our literacy workshops, take an expanded leadership role in child literacy in our community, forge new partnerships, and develop new fundraising sources for the years ahead.

To strengthen the effectiveness of our workshops, WTVP hired a retired teacher to design a new literacy curriculum to help educators, childcare providers, and parents use public television as a springboard to teaching reading and writing skills to young people. WTVP is also planning to develop and produce local video tips to encourage parents and educators to connect television, books, and activities—and to show them the importance of viewing programs together.

To continue past partnerships—and strengthen literacy initiatives—WTVP conducted workshops for parents, educators, and childcare providers in Central Illinois — and new BETWEEN THE LIONS workshops at local STAR programs, Head Start programs, preschools, and childcare centers.

In terms of statistics, WTVP conducted 32 workshops from January through June. These workshops were attended by 434 educators, childcare providers, and parents, reaching 6,382 children.

Building on past successes, WTVP is continuing to distribute free children’s books, and the station gave away 3,797 books during that six-month timeframe.

In addition, the station continues to participate in community events that support early literacy — and to broadcast more than 55 hours of high-quality children’s programming each week!

### SPECIAL COMMUNITY EVENTS

As part of our new grant, WTVP has pledged to take an increasingly active role as a leader in child literacy within the community. This winter and spring, the station participated in a wide variety of special community and school events including:

- Common Place Reading Nights
- Peoria District 150 Family Night for English-language learners
- Galesburg Teachers Institute
- Peoria County Institute Day
- Love-A-Child Celebration
- Henry Grade School Kindergarten Round-Up
- Friendship House Cinco de Mayo Celebration
- Pekin Preschool Community Fair
- Tazewell County Health Department Safety Nights
- Head Start Transition Fair
- Salvation Army Summer Program

## EDUCATIONAL INITIATIVES

WTVP published the 35<sup>th</sup> 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.

### YOUNG WRITERS AND ILLUSTRATORS CONTEST

To instill a love of literature—and give young children a sense of achievement in creating their own stories and drawings—WTVP 47 conducted its 12<sup>th</sup> annual *Reading Rainbow Young Writers and Illustrators Awards Contest*. Open to children from four grade levels—kindergarten through third grade—the contest attracted 182 entries from 28 communities from throughout Central Illinois.

<u>Totals for Jan.-June 2006</u>	<u>Workshops</u>	<u>Participants</u>	<u>Children</u>
January-March	20	249	1,439
April-June	12	185	4,943

**Totals**  
**32 workshops for 434 educators, childcare providers, and parents**  
**Reaching 6,382 children**

**Total Number of Books**  
**January-June**  
**3,797**