

WTVP-TV
PROGRAM EFFORTS RELATED TO CHILDREN'S NEEDS
JULY-DECEMBER 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. July-Dec., 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 & 4 PM; Sun. 10:30 AM July-Dec., 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 July-Dec., 2006 30 minutes PBS

CURIOUS GEORGE

Based on the best-selling books by Margret and H.A. Rey, the daily series expands George's world to include a host of colorful characters and original locales. The series aims to inspire kids to explore science, math and engineering in the world around them.

Monday-Friday 7 AM, Saturdays 6 AM Sept.-Dec., 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 or 9 AM; Saturdays 5 & 8 AM; Sundays 7 AM

July-Dec., 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 or 8:30 AM July-Dec., 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.

Fridays, 6:30 AM & 5 PM, July-Dec., 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; July-Dec., 2006 30 min. PBS

MISTER ROGERS' NEIGHBORHOOD

Mister Rogers helps children feel good about themselves.

Monday-Friday 11 AM July-Dec., 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 8 or 9:30 a.m. July-Dec., 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 or 10 a.m., Sunday 6 AM, July-Dec., 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 or 3:30 p.m. July-Dec., 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 or 3 PM July-Dec., 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-Thursday 6:30 AM & 5 PM July-Dec., 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 or 4:30 PM July-Dec., 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 July-Aug., 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, July-Dec., 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 July-Dec., 2006 30 minutes APT

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, July-Aug., 2006 30 minutes PBS

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 July-Dec., 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 July-Dec., 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 July-Dec. 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. July-Aug., 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 July-Dec., 2006 30 minutes APT

Arthur's Missing Pal

In Arthur's first-ever movie, his dog Pal disappears – and while Pal discovers his newfound freedom, Arthur discovers how much he misses his dog.

Sunday, Aug. 6, 2006 3:30 p.m., 60 minutes PBS

FACES OF A CHILDREN'S HOSPITAL

This heartwarming and often heartbreaking program documents the surgeries, chemotherapy treatments and transplant recoveries at five noted children's care facilities in Massachusetts, Texas, Wisconsin, California and New York.

Tuesday, Aug. 15, 2006 8 p.m. 60 minutes APT

FARMERS' ALMANAC TV

An amazing 50,000 students gather at the Future Farmers of America Convention, and a competitive female tractor team in Texas goes all out for a national title.
Sunday, Aug. 20, 2006 4:30 p.m. 30 min. APT

P.O.V. "The Hobart Shakespearians"

In one of America's toughest neighborhoods, an astonishing success story is being written. Fifth-grade immigrant students at Hobart Elementary public school in Los Angeles aren't just learning English, they're doing it with Shakespearean panache, thanks to teacher Rafe Esquith. The kids even perform with England's Royal Shakespeare Company.

Thursday, Aug. 17, 2006 2 a.m. 60 minutes PBS

WIDE ANGLE "BACK TO SCHOOL"

In 2003, Wide Angle profiled children in seven countries—Afghanistan, Benin, Brazil, Japan, Kenya and Romania—as they started their first year of school, often despite great odds. Three years later, the series returns to visit each child, examining their progress in school.

Tuesday, Sept. 5, 2006 8 p.m. 90 minutes PBS

TEENS BEHIND THE WHEEL

An unprecedented look at what happens when newly licensed teenagers drive.

Tuesday, Sept. 5, 2006 9 p.m. 60 minutes APT

VALUES GO TO SCHOOL

A visit to four schools to look at how teachers are helping their students make positive ethical choices within a supportive classroom setting.

Sunday, Sept. 10, 2006 11:30 p.m. 30 minutes APT

P.O.V.: THE BOYS OF BARAKA

This film follows four African-American boys, from the violent inner-city of Baltimore, as they travel to the Baraka School in rural Kenya.

Sunday, Sept. 17, 2006 11 p.m. 90 minutes PBS

ROBOT TOWN

This new WTVP production followed two Caterpillar-sponsored teams of Peoria area high school students as they designed and built robots to compete in the FIRST Robotics Competition in May in Atlanta, Georgia.

Monday, Sept. 25, 2006 9 p.m. 60 minutes PBS

Health Smart: The Challenge of Childhood Obesity

This medically based documentary helps kids and their parents realize the impact of childhood obesity and offers practical suggestions that can lead to healthier life styles.

Friday, Oct. 20, 2006 9 p.m. 30 minutes NETA

Independent Lens

The World According to Sesame Street

Following three producers from the Sesame Workshop to Bangladesh, Kosovo and South Africa, this program explores the drama and complexities behind producing international versions of the world's most watched children's television program.

Tuesday, Oct. 24, 2006 8 p.m. 90 minutes PBS

Independent Lens

A Touch of Greatness

A portrait of the lives transformed by a maverick fifth-grade teacher who enabled children to embrace their inner greatness.

Sunday, Nov. 19, 2006 11 p.m. 60 minutes PBS

The Snow Queen

A delightful adaptation of the Hans Christian Andersen fairy tale.

Sunday, Dec. 3, 2006 5:30 p.m. 60 minutes APT

Chanukah on Planet Matzah Ball

A family from the Planet Matzah Ball finds out it is Jewish and rockets down to Cleveland, Ohio, to find out all about Chanukah. The music-driven video takes the family tumbling through space to learn the 2,000-year-old story of Judah Maccabee recapturing the Temple in Jerusalem and lighting the one-day supply of oil that miraculously burned for eight days. Jewish children celebrate the holiday by spinning dreidels, eating latkes, singing Chanukah songs and lighting one candle each night in the menorah until on the final night there are eight candles burning to commemorate the event.

Sunday, Dec. 10, 2006 10:30 a.m. 30 minutes APT

Chanukah Stories

In the dynamic new animated special Chanukah Stories, celebrity storytellers share two popular Chanukah tales - one which takes place on the first night of the eight-day Festival of Lights, the other on the last. The Tie Man's Miracle, narrated by actor Jami Gertz (Still Standing), celebrates the true meaning and enduring spirit of the holiday. The folktale Moishe's Miracle, as re-told by television veteran Bob Saget (Full House), is chock-full of humor, mystery and delicious latkes.

Sunday, Dec. 10, 2006 11 a.m. 30 minutes APT

Cricket on the Hearth

An animated musical adaptation of Charles Dickens' 1845 Classic Christmas Tale.

Sunday, Dec. 10, 2006 5:30 p.m. 60 minutes APT

In Endless Song: 20 Years of the Indianapolis Children's Choir

A look at the transformation of everyday kids into an extraordinary children's choir.

Friday, Dec. 15, 2006 9 p.m. 60 minutes APT

Today's Families: The Wonder of Toddlers

A look at the challenges of balancing work with family life, the toddler's emotional development and emerging sense of self, and successful parenting of young children.

Sunday, Dec. 24, 2006 4:30 p.m. 30 minutes APT

When Parents Are Deployed

A behind-the-scenes look at an extraordinary effort by the producers of Sesame Street to help the approximately 700,000 children under the age of five who are waiting for a deployed mother or father to come home.

Wednesday, Dec. 27, 2006 8 p.m. 30 minutes PBS

Interesting People: Joan Erickson

Local attorney and media personality Ed Sutkowski interviews Joan Erickson, an artist who co-founded with her husband the Sun Foundation, to unite the arts and environmental sciences through educational programs, services and cooperative efforts for artists, local arts organizations, schools and the general public.

Friday, Dec. 29, 2006 8:30 p.m., 30 minutes WTVP

NON BROADCAST ACTIVITIES

July-December 2006

READY TO LEAD IN LITERACY

WTVP's Ready To Lead in Literacy Project has continued to reach out to the community with tips, techniques, and many new ideas on how to use public television as a springboard to learning — to helping children develop the reading and writing skills so necessary for success in school and in life!

And the station concluded 2006 with a renewed commitment to educate, engage, and inspire young people throughout Central Illinois!

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. Both general and follow-up workshops are based on research in child development and on the Illinois Early Learning Standards.

These special workshops feature clips of PBS KIDS shows, hands-on activities, free print materials — and many new ideas—to help participants use television as an additional resource to nurture their children's love of reading and enthusiasm for learning.

In terms of statistics, WTVP conducted 40 workshops from July through December 2006. These workshops were attended by 437 parents, educators, and childcare providers, reaching 2,339 children.

WTVP's "First Book" program — designed to provide free new paperback books to children who otherwise might not own them — gave away 2,783 books during the last six months of 2006. During November and December, WTVP also received a special donation of 4,097 books from Barnes & Noble Booksellers in Peoria — and their generous holiday customers. The books — worth \$19,128 and purchased during this year's Holiday Book Drive — are being given to young people throughout Central Illinois to encourage a love of reading and an enthusiasm for learning.

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 summer and fall, the station participated in a wide variety of special community and school events including:

- McClure Library Neighborhood Festival and Family Reading Nights
- Center for Prevention of Abuse Summer Program
- Glen Oak Zoo Partners Day
- Shute School Family Nights
- Knox County Teachers Institute
- Irving School Family Night
- Boys & Girls Club Parenting Event
- Woodrow Wilson School Family Literacy Night
- Common Place Reading Night
- Tyng School Family Night
- Sterling School Early Childhood Family Night

EDUCATIONAL INITIATIVES

WTVP's own twice-a-year newsletter, *For Teachers and Parents Only*, was distributed to 13,000 educators and parents throughout our viewing area. Designed to provide an overview of the new fall season, the publication also outlined ways that individuals can use WTVP programs to enrich the learning experience for children of all ages.

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 18th year. And this year, the invitation was extended to summer programs to give even more children an added incentive to read and to improve their literacy skills. In 2006, 26 children participated, and their 30- to 60-second book reports aired locally around the popular PBS series **READING RAINBOW**.

Ready To Lead in Literacy Project Statistics

Totals for July-Dec. 2006	Workshops	Participants	Children	Books
July-Sept.	7	131	1,047	497
Oct.-Dec.	33	306	1,292	2,286
Totals	40	437	2,339	2,783