

WTVP-TV
PROGRAM EFFORTS RELATED TO CHILDREN'S NEEDS
JANUARY-JUNE 2007

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, 2007 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 a.m. Jan.-June, 2007 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, 2007 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 Jan.-June, 2007 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 9 AM; Saturdays 5 & 8 AM; Sundays 7 AM

Jan.-June, 2007 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, 8:30 AM Jan.-June, 2007 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, Jan.-June, 2007 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, 2007 30 min. PBS

MISTER ROGERS' NEIGHBORHOOD

Mister Rogers helps children feel good about themselves.

Monday-Friday 11 AM Jan.-June, 2007 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 a.m. Jan.-June, 2007 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 10 a.m., Sunday 6 AM, Jan.-June, 2007 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 3:30 p.m. Jan.-June, 2007 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 Jan.-June, 2007 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 Jan.-May, 2007 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 4:30 PM Jan.-June, 2007 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, 2007 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, 2007 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, 2007 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, 2007 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 2007 30 minutes APT

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 Jan.-June, 2007 30 minutes APT

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, 2007 30 minutes PBS

At Issue – Central Illinois Libraries

Several area libraries are planning expansion projects, and in most cases, they need support from taxpayers. Ed Szynaka, Director of the Peoria Public Library, joins host Jonathan Ahl to discuss making the case for expansion – and what challenges libraries face in the new economy with changing expectations of patrons. (Repeated Sunday at 4:30 p.m.)

Thursday, Jan. 4, 2007 8:30 p.m. 30 minutes WTVP

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, Jan. 16, 2007 8 p.m. 60 minutes APT

Design Squad

A new weekly series designed to get 9- to 12-year-olds excited about engineering. In today's program, "The Need for Speed," a professional racecar builder challenges teams of high school students to convert a red wagon and a tricycle into motorized dragsters.

Sundays beginning Mar. 25, 5:30 p.m. 30 minutes each PBS

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.

Monday, Ap. 2, 2007 9 p.m. 30 minutes WTVP

Masterpiece Theatre

“Wind in the Willows”

A delightful new adaptation of Kenneth Grahame’s classic children’s book, which follows the adventurous and wealthy Toad as he ignore cleaning his house and begins on a path of trouble.

Sunday, Ap. 8, 2007 8 p.m. 90 minutes PBS

When Parents Are Deployed

Tips for military families facing deployment—and a look at the extraordinary courage and touching vulnerability of both parents and their children.

Monday, Ap. 9, 2007 9:30 p.m. 30 minutes PBS

At Issue—Saving for College

With the cost of college tuition going up every year, even parents of very young children are worried about how they will pay for college someday. Tonight’s At Issue, hosted by Jonathan Ahl, will feature Bartt Stevens from Bright Start, Randy Erford from College Illinois!, and Jeff Palmer from Smith Barney talking about the options to set aside money to save for a child’s education.

Thursday, May 10, 2007 8:30 p.m. 30 minutes WTVP

At Issue—Challenger Learning Center

Tonight’s program, hosted by Willis Kern, will explore the Challenger Learning Center at the Prairie Aviation Museum in Bloomington. Panelists include Cathy Bissoondial, President, Prairie Aviation Museum; Ben Matthews, 5th Grade Teacher, Prairieland Elementary School, Normal; and Janet Moore, Flight Director, Challenger Learning Center.

Thursday, May 17, 2007 8:30 p.m. 30 minutes WTVP

NON BROADCAST ACTIVITIES

January-June 2007

Outreach Activities

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 launched 2007 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 41 workshops from January through June 2007. These workshops were attended by 419 parents, educators, and childcare providers, and college students reaching 2,676 children.

WTVP’s “First Book” program — designed to provide free new paperback books to children who otherwise might not own them — gave away 3,256 books during the first six months of 2007.

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 30 special community, preschool, and primary-school events including:

- Common Place Reading Nights
- Peoria County Institute Resource Fair
- Head Start Transition Fair
- Blaine and Carver Center Head Start Programs
- Woodrow Wilson, Garfield, Harrison, and Irving STAR programs
- Neighborhood House Preschool Program
- Valeska Hinton Blue Village Family Night
- Roosevelt Magnet School Literacy 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 winter/spring season, the publication also outlined ways that individuals can use WTVP programs to enrich the learning experience for children of all ages.

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 13th annual *Reading Rainbow Young Writers and Illustrators Awards Contest*. Open to children from four grade levels—kindergarten through third grade—the contest attracted 198 entries from 30 communities from throughout Central Illinois.