

WTVP-TV
PROGRAM EFFORTS RELATED TO CHILDREN'S NEEDS
JULY-DECEMBER 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 a.m. (July & Aug.) & 2:30 p.m. (July-Dec.); Sun. 11 a.m. (July & Aug.), 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, 5:30 or 6 AM & 4 PM July-Dec.; Sun. 10:30 a.m. July.-Aug., 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 or 8:30 AM July-Dec.; Saturdays 6:30 a.m. July-Dec.; Sundays 6:30 or 7:30 AM July-Dec., 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 or 8 AM July-Aug.; Saturdays 6 AM July-Dec.; Sundays 7 AM Sept-Dec., 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 7 or 9 AM; Saturdays 5 (July-Dec.) & 8 AM; Sundays 7 (July-Aug.) AM
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, 6:30 or 8:30 AM July-Dec.; 10 AM Sept.-Dec., 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 and/or 10 AM & 5 PM, July-Dec.; Sunday 10:30 a.m. Sept.-Dec., 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 July-Aug.; Sundays 6 a .m. Sept.-Dec., 2007 30 min. PBS

MISTER ROGERS' NEIGHBORHOOD

Mister Rogers helps children feel good about themselves.

Monday-Friday 11 AM July-Nov., 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 or 9:30 a.m., Saturdays 7:30 a.m. July-Dec.; Sundays 8:30 a.m. Sept.-Dec., 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. July-Oct.; 11 a.m. Nov.-Dec.; Sunday 6 AM, July-Aug., 2007
30 minutes PBS

WORDWORLD

A series aimed at preschoolers, WordWorld unfolds in a wonderful place where letters become words and words become WordFriends – wacky characters that look like and spell exactly what they are.

Monday-Friday 6 & 10 a.m. Sept.-Dec., 2007 30 minutes PBS

SUPER WHY

This series aimed at preschoolers helps young viewers learn key reading skills and find answers to everyday challenges by transporting them into Storybook Village, a tiny world that exists behind the books in a library.

Monday-Friday 9 a.m.; Saturdays 7 a.m. and Sundays 8 a.m. Sept.-Dec., 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. July-Dec., 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 July-Dec., 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 July-Dec., 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 or 8:30 AM; Sundays, 9:30 AM, July-Dec., 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 or 8 AM; Sundays, 5:30 AM July-Aug., 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 July-Dec., 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 July-Aug., 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 July-Aug. 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 July, 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 July-Aug., 2007 30 minutes PBS

WORDGIRL

WORDGIRL chronicles the adventures of a mild-mannered fifth grader who, at the call of duty, transforms into WordGirl. When there is trouble in the big city, this super heroine-in-disguise uses vocabulary to defeat outlaws bent on “WORD” domination.

Fridays 4:30 p.m., Sundays 10 a.m. Sept.-Dec., 2007 30 minutes PBS

WISHBONE

This award-winning series about a little dog with a big imagination leaps into exciting adventures with his human friends to introduce children to the classics – and to a parallel contemporary tale.

Sundays 11 a.m. Sept.-Dec., 2007 30 minutes PBS

The Chemo Ate My Homework

In the safety of the classroom—away from surgeries, radiation, and chemotherapy— young cancer patients at St. Jude Children's Research Hospital teach their teachers how to cope with grief, live for today, and value the life of the mind.

Sunday, Aug. 12, 2007 4:30 p.m. 30 minutes NETA

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, July – Sept. 2007 5:30 p.m. 30 minutes each 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.

Sunday, July 29, 2007 9:30 p.m. 30 minutes PBS

A Cookie for the Heart

A 1999 WTVP production that pays tribute to Cookie Bannon, the local singer/songwriter who entertains young patients at the Children's Hospital of Illinois at OSF Saint Francis Medical Center.

Sunday, Dec. 23, 2007 6:30 p.m. 30 minutes WTVP

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, Oct. 28, 2007 10:30 p.m. 30 minutes APT

NON BROADCAST ACTIVITIES July-December 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 concluded 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 32 workshops from July through December 2007. These workshops were attended by 289 parents, educators, and childcare providers, and college students reaching 1,376 children.

WTVP's "First Book" program — designed to provide free new paperback books to children who otherwise might not own them — gave away 2,123 books during the last 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 summer and fall, the station participated in a wide variety of special community and school events including:

- Peoria School District 150 Open House
- Knox County Teachers Institute
- Woodrow Wilson School Family Literacy Night
- Common Place Reading Night
- Tyng School Family Night
- Head Start and STAR classroom programs

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 19th year. And during the past two years, the invitation was extended to summer programs to give even more children an added incentive to read and to improve their literacy skills. In 2007, 25 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

<u>Totals for July-Dec. 2007</u>	<u>Workshops</u>	<u>Participants</u>	<u>Children</u>	<u>Books</u>
July-Sept.	6	102	346	485
Oct. –Dec.	26	187	1030	1638
Totals	32	289	1,376	2,123