

WTVP-TV
PROGRAM EFFORTS RELATED TO CHILDREN'S NEEDS
JANUARY-JUNE 2008

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:

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 AM & 4 PM Jan.-June, 2008 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 & 10:30 a.m. Jan.-June, 2008 30 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 and 10 AM; Sundays 6:30 AM Jan.-June, 2008 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 & Sundays 5 AM Jan.-June, 2008 60 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 8 AM; Saturdays 6 AM; Sundays 7 AM Jan.-June, 2008 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 8:30 AM; Saturdays 6:30 a.m.; Sundays 7:30 AM Jan.-June, 2008 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.; Sundays 8 a.m. Jan.-June, 2008 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., Saturdays 7:30 a.m.; Sundays 8:30 a.m. Jan.-June, 2008 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 11 a.m. Jan.-June, 2008 30 minutes PBS

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 2:30 p.m. Jan.-June, 2008 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, 2008 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, 2008 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. Jan.-May; Monday-Friday 4:30 p.m. June; Sundays 10 a.m. Jan.-June, 2008 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, 5 PM; Sunday 10:30 a.m. Jan.-June, 2008 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.-May, 2008 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.

Sundays 6 a .m. Jan.-June, 2008 30 min. 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, 8:30 AM; Sundays, 9:30 AM, Jan.-June, 2008 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, 8 AM; Jan.-June, 2008 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, 2008 30 minutes PBS PLUS

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. Jan.-June, 2008 30 minutes 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, 2 PM June, 2008 30 minutes APT

At Issue—Funding Education #2014

A look at funding alternatives for public education in Illinois. (Repeated Sunday at 4:30 p.m.)

Thursday, Jan. 3, 2008 8:30 p.m. 30 minutes WTVP

Frontline

The Medicated Child

With over four million children now on behavior modifying medications, *Frontline* continues its investigation into the controversial practice of medicating kids. Are the drugs safe? Is medication really the answer?

Tuesdays, Jan. & Ap. 8, 2008 9 p.m. 60 minutes PBS

Frontline

Growing Up Online

A look at the complicated new lines being drawn between the real and virtual worlds for today's children and teens and for their parents.

Tuesdays, Jan. 22 & May 20, 2008 9 p.m. 60 minutes PBS

Eyes of Nye

A weekly science series for teens and adults by the star of the Emmy Award-winning series *Bill Nye The Science Guy*.

Sundays, Feb. 24-June 8, 2008 2:30 p.m. 30 minutes each APT

Biz Kid\$

A fast-paced new series that teaches kids about money and entrepreneurship. Topics explored include “What Is a Biz Kid?”—a look at how anybody can be a Biz Kid with effort and the right attitude.

Sundays, Feb. 24– June 29, 2008 5:30 p.m. 30 minutes each PBS

Robot Town

This WTVP production followed two Caterpillar-sponsored teams of Peoria area high school students as they designed and built robots.

Sunday, Mar. 9, 2008 3 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)
Tuesday, May 20, 2008 8 p.m. 30 minutes WTVP

NON BROADCAST ACTIVITIES **January-June 2008**

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 2008 with a renewed commitment to educate, engage, and inspire young people throughout Central Illinois!

WTVP 47 conducted 32 workshops for 262 educators, childcare professionals, parents, and college education majors—reaching 992 children—from January through June. 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 were childcare providers and parents of preschool and primary school children in lower-income, inner-city, rural, low-literacy, or "at risk" programs.

WTVP's "First Book" program — designed to provide free new paperback books to children who otherwise might not own them — gave away 1,945 books during the first six months of 2008.

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

- Common Place Reading Nights
- Kingman and Garfield Family Reading Nights
- Blaine Head Start Program
- Woodrow Wilson and Roosevelt STAR programs
- Kingman, Franklin, and Glen Oak Preschools
- Valeska Hinton Terrific Tuesday and International Night
- Head Start Transition Fair

EDUCATIONAL INITIATIVES

WTVP's own twice-a-year newsletter, *For Teachers and Parents Only*, was featured on the WTVP website. 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 14th annual *Reading Rainbow Young Writers and Illustrators Awards Contest*. Open to children from four grade levels—kindergarten through third grade—the contest attracted 219 entries from 35 communities from throughout Central Illinois.