

WTVP-TV
PROGRAM EFFORTS RELATED TO CHILDREN'S NEEDS
JULY-DECEMBER 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 or 6 AM & 3 or 4 PM; 9:30 Am Sundays Sept.-Dec., 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. July-Dec., 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 5:30 a.m. or 2:30 p.m. July-Dec., 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 AM; July-Aug.; Sundays 6:30 AM July-Aug. 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 or 9 AM; Saturdays & Sundays 5 AM July-Dec., 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 7 or 8 AM; Saturdays 6 or 7 AM; Sundays 7 AM July-Dec., 2008 30 minutes PBS

MARTHA SPEAKS

Based on the acclaimed books by Susan Meddaugh and designed for 4- to 7-year-olds, MARTHA SPEAKS celebrates the power of words, and features the humorous adventures of a loveable family dog who acquires the ability to speak when she eats alphabet soup – and the letters travel to her brain.

Monday-Friday 6:30 AM & 2:30 PM; Sundays 9 AM Sept.-Dec., 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 or 8:30 a.m.; Sundays 7:30 or 8:30 AM July-Dec., 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 8, 9 or 11 a.m.; Saturdays 7 or 8 a.m.; Sundays 8 a.m. July-Dec., 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 or 10 a.m., July-Dec.; Saturdays 7:30 a.m., Sundays 8:30 a.m. July-Aug., 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. July-Aug., 2008 30 minutes PBS

SID THE SCIENCE KID

Designed for 3- to 6-year olds, SID uses comedy and music to encourage young people to explore the foundations of science in their everyday world. Sid explores a new topic each day and finds the answers to his questions in familiar places – at home, at school and in the car.

Monday-Friday, Saturdays and Sundays 7:30 AM Sept.-Dec., 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 or 5 PM July-Dec., 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 or 4:30 p.m. July-Dec., 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.

Monday-Friday 3:30 or 4:30 p.m.; Sundays 10 a.m. July-Dec., 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, 4 or 5 PM; Sunday 10:30 a.m. July-Dec., 2008 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, 6 or 8:30 AM July-Dec., 2008; Sundays, 9:30 AM, July-Aug., 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 or 6:30 a.m. July.-Dec., 2008 30 min. 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; July-Aug., 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!”

Saturdays 6:30 a.m.; Sundays, 9 AM Sept.-Dec., 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. July-Dec., 2008 30 minutes PBS

MISTER ROGERS NEIGHBORHOOD

Mister Rogers helps children feel good about themselves.

Sundays 6 AM Sept.-Dec., 2008 30 minutes PBS

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, July 6– Dec. 28, 2008 5:30 p.m. 30 minutes each PBS

Wide Angle

China Prep

A story that follows four Chinese students through their final high-pressure year at an elite high school in Sichuan Province, where 1,800 teenagers are competing for 59 spots in China’s top two universities.

Tuesday, Aug. 12, 2008 9 p.m. 60 minutes PBS

Where We Stand: America’s Schools in the 21st Century

A look at the major challenges for U.S. schools in the face of global competitiveness. (Repeated Sunday at 3 p.m.)

Monday, Sept. 15, 2008 9 p.m. 60 minutes PBS

At Issue – Re-defining Peoria Manual High School

Peoria Manual High School is re-defining itself in the wake of No Child Left Behind requirements, and this program looks at how the school is becoming a community center now serving 7th through 12th grade students. Guests include Sharon Desmoulin-Kherat, Manual High School Principal; Taunya Jenkins, Assistant Principal; Valeria Pierce, Manual Academy Leader; and Betty Zilkowski, Manual Academy Leader. (Repeated Sunday at 4:30 p.m.)

Thursday, Nov. 6, 2008 8:30 p.m. 30 minutes WTVP

Lights: Celebrate Hanukkah Live in Concert

This special features a distinguished, diverse and dynamic ensemble of musical performers in celebration of the Jewish Festival of lights.

Sunday, Dec. 7, 2008 3:30 p.m. 60 minutes PBS

Ballet Shoes

Set in 1930s London, this enchanting tale centers around family, fame and realizing your dreams.

Sunday, Dec. 14, 2008 8 p.m. 90 minutes APT

Chanukah Stories

This program celebrates the true meaning and enduring spirit of the holiday.

Monday, Dec. 15, 2008 8 p.m. 30 minutes APT

NON BROADCAST ACTIVITIES July-December 2008

WTVP'S READY TO LEAD IN LITERACY PROJECT

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!

WTVP 47 conducted 29 workshops for 279 educators, childcare professionals, parents, and college education majors—reaching 781 children—from July through December. 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 1,466 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!

READY TO LEARN TIPS

WTVP recently completed a series of on-air educational tips to provide viewers with concrete techniques to help their children develop reading and writing skills. These tips, which feature four families who've participated in WTVP workshops during the past couple of years, will air between programs on WTVP, will be posted to the WTVP website, and will be a centerpiece of future Ready To Learn workshops.

A MARTHA SPEAKS CELEBRATION

To introduce families to the new series **Martha Speaks** — and to celebrate the power of words and stories—WTVP partnered with the Peoria Public Library's Lakeview Branch to host a special event Saturday, Nov. 8 from 1-2:30 p.m. at the library.

More than 100 individuals enjoyed the special celebration — specifically designed for children from pre-K through the 4th grade. They had a chance to sample **Martha Speaks** television programs and books, meet a Martha walk-about character — and enjoy dog-and-alphabet crafts, games, contests, refreshments and special “Martha” prizes!

Our Nov. 8 celebration followed — and built upon — a special Paws To Read program sponsored by the Peoria Humane Society. In that program – which ran from noon-1 p.m. — children 8 years and older were partnered with registered therapy dogs to read for 15-minute sessions. Foster Pet Outreach was also on hand throughout the event with potential candidates for adoption.

SPECIAL COMMUNITY EVENTS

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

- Peoria School District 150 Open House
- Roosevelt School Fall Festival
- Woodrow Wilson School Family Reading Night
- Woodrow Wilson and Roosevelt STAR programs
- Kingman, Garfield, Irving and Franklin Preschools
- Valeska Hinton Terrific Tuesday
- Blaine and Webster Head Start Programs

In addition, WTVP hosted a monthly meeting of the Early Childhood Forum, an organization of early childhood professionals. This gave the station an opportunity to showcase our outreach activities and special programs for young people.

SPECIAL BOOK DRIVES

When WTVP’s national Ready To Lead in Literacy grant was phased out on Sept. 30, 2008, the station was left without funds to purchase books — a centerpiece of the project — and the entire program was in jeopardy.

Now, thanks to so many Central Illinois residents, we’re receiving book grants from three local sources:

- The Community Foundation of Central Illinois.
- The South-West Kiwanis Club of Peoria.
- The Downtown Kiwanis Club of Peoria.

And we’ve received books from three major books drives:

- The Barnes & Noble Holiday Book Drive
- Mark Bills Middle School
- Beta Sigma Phi Sorority, Preceptor Alpha Chapter

In addition, individuals from Children’s Hospital of Illinois and Westminster Infant Care Center — along with other residents of Central Illinois — have dropped off books for our program.

EDUCATIONAL INITIATIVES

WTVP's own newsletter *For Teachers and Parents Only* was featured on the WTVP website. Designed to provide an overview of the new fall season, the newsletter 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 20th year. And during the past three 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 2008, 22 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. 2008</u>	<u>Workshops</u>	<u>Participants</u>	<u>Children</u>	<u>Books</u>
July-Sept.	6	53	170	462
Oct.-Dec.	23	226	611	1,004
Totals	29	279	781	1,466