

PTV PROGRAM BREAK SEGMENTS

PTV, The Ready to Learn Service on PBS, includes up to nine hours of quality children's programs broadcast each weekday. The programs will appear in two "child-friendly" blocks with innovative program break segments that include specially-developed educational value messages designed to encourage specific skills that youngsters need to succeed in school and in life.

The messages portray children in positive roles where they take initiative and achieve, using skills such as information gathering and task completion.

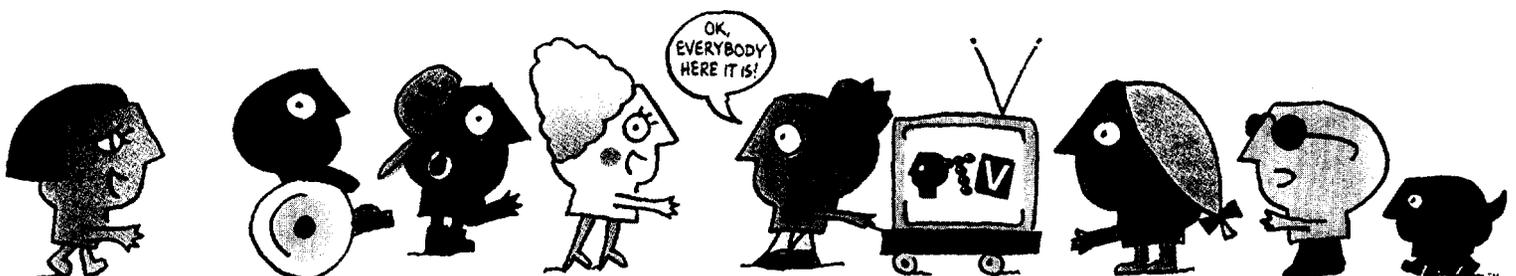
The break material provides the glue that unifies the individual programs into a new, entertaining environment for children. The fun, upbeat and entertaining preschool segments will carry children's interest from one program to the next by using colorful animated "P-Pals," friendly characters in the shape of the PBS P-head, as well as real children engaged in such group activities as jumping rope.

Breaks for older children will maintain the PTV signature look, but have a more sophisticated, hipper image. Fast-paced contemporary music videos, live action and multimedia graphics will convey educational messages for school-age children.

Although the program break segments are not directly related to the specific content of the programs, they will complement and supplement the educational messages of the children's series. Specifically, the six educational program break messages are:

- **Information gathering**, encouraging children to acquire the information they need to solve problems from a variety of sources, including parents, teachers, books and the media – "Go Find Out!"
- **Experimentation**, enabling children to try new and different things within a secure environment which will allow them to learn from their experimentation – "Try It Out!"

(more)



PTV Program Break Segments / 2

- **Recruitment skills**, teaching children to "recruit" friends – responsible adults, parents, teachers, siblings or peers – to help them through the learning process – **"Ask For Help!"**
- **Negotiation skills**, helping children work through a problem and arrive at consensus and resolution – **"Talk It Out!"**
- **Task completion**, helping children accomplish set goals by encouraging them to persist through frustrations and to overcome obstacles – **"Stick To It!"**
- **Plus! – Self-esteem skills**, empowering youngsters and reinforcing their sense of importance and individuality – **"You Can Do It!"**

The breaks were developed in conjunction with WGBH/Boston, and have been tested with young children for their ability to hold attention, be understood and deliver the PTV educational messages.

Sample break storyboards and video clips are available upon request from PBS.

###



OUTREACH ACTIVITIES PTV PHASE ONE STATIONS

GPTV, State of Georgia

GPTV, the nine-station state network based in Atlanta, has created an Education Services division to integrate PTV into its existing instructional schedule. GPTV will introduce PTV by expanding its current 6.5 hours of children's programming to nine hours. PTV messages will be integrated into the network's already strong block of children's programming. When the network launches its satellite delivery of ITV this fall, GPTV will -- for the first time ever -- continue broadcasting children's programming all day, year-round.

Contacts: Kent Steele, programming; Marcia Killingsworth, promotion. (404) 756-4700.

KCET, Los Angeles, CA

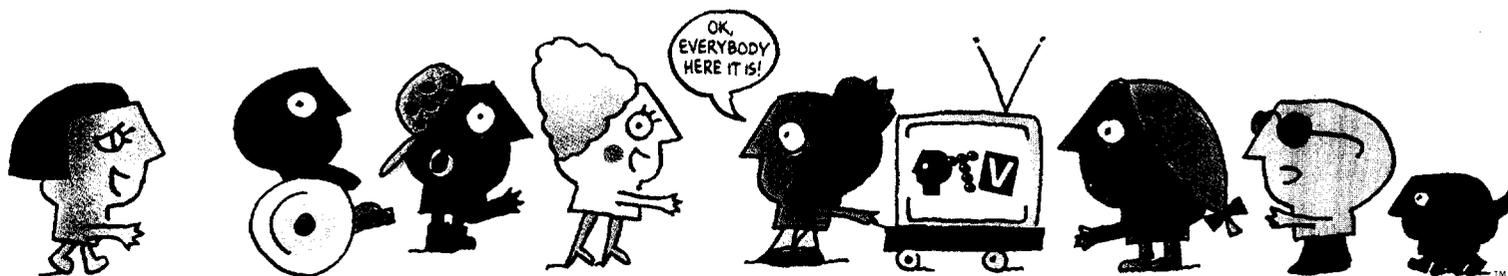
KCET strives to provide educational services for people of all ages and cultures. To bring the PTV services to its multicultural audience in the nine-county viewing area, KCET relies on Resource and Referral to identify language needs and to help find translators and workshop facilitators who can teach parents and caregivers. The station also hopes to ally with employer groups and social services agencies to expand its training in early learning techniques beyond teaching professionals to parents. KCET is producing two new children's programs which will air nationally as part of PTV: STORYTIME and THE PUZZLEWORKS. The station has held more than 100 STORYTIME workshops in the Children's Museum, the Los Angeles library, and individual childcare sites in partnership with the Southern California Chapter of NAEYC, a national network of early learning providers.

Contacts: Peter Rodriguez and Cayleen Nakamura, outreach; Barbara Goen, promotion. Telephone: (213) 666-6500.

KCOS, El Paso, TX

KCOS's community alliances total 50 partnerships with sites, including YMCA and scout facilities, that receive specially targeted programs designed for a multicultural audience. The station's early learning outreach effort has created alliances with Rio Grande Freenet, the local free version of Internet that will carry information about materials, workshops, and programming; the state probation department's education and family development office; Newspapers in Education; the Ghostwriters Club; the state Board of Education Technology Conference which highlights interactive learning and Generation 2000, a huge children's fair. Other innovations include accredited training of caregivers for the Texas Department of Human Services and the KidZone club whose members appear in on-air promos, attend parties at the station, and star in quiz shows built on SESAME STREET and WHERE IN THE WORLD IS CARMEN SANDIEGO?

Contacts: Diane Roberts, education; Evelyn Aguilar-Springer, promotion. (915) 747-6500.



Station Outreach / 2

KTCA, St. Paul, MN

One of KCTA's new initiatives is partnering with Minnesota Parent to insert the bimonthly PTV newsletter in its own monthly magazine (55,000 circulation). In addition to workshops held monthly at KTCA, continued alliances with local technical colleges, the Greater Minneapolis Day Care Association and Resources for Child Caring in St. Paul will provide additional locations for PTV childcare/parent training workshops. Starting this summer, KTCA plans to work with the Head Start Transition Project, teaming the station with public schools to engage parents in early learning activities with their children.

Contact: Ann Sunwall Ee, Telephone: (612) 222-1717.

KTLC, Oklahoma City, OK

The Oklahoma Educational Television Authority's (OETA) Literacy Channel, KTLC, will air PTV in Oklahoma City. The Literacy Channel will develop a family outreach project based on early learning outreach alliances already built as a result of its work with the SESAME STREET PEP. Family outreach will include organizations such as Even Start Family Literacy; Parents As Teachers, a national organization that trains parents to be their preschoolers' first teachers; and the Oklahoma Family Resource Coalition. In an effort to be more inclusive of all PTV preschool outreach efforts, a monthly preschool newsletter, which the Literacy Channel has published and inserted in the station program guide for the past three years, will be revamped. PTV activities and materials will complement and supplement this effort.

Contact: Debbie Blackburn, outreach. Telephone: 1-800-846-KIDS.

WETA, Washington, DC

WETA, along with other public television stations in the national capital area has already trained more than 70 area daycare providers in SESAME STREET PEP early learning activities. Plans for PTV outreach build upon the station's relationships with 15 allied services and organizations, including the Washington, D.C. libraries, U.S. Department of Labor Child Development Center, social services and others. Some of these organizations have already provided SESAME STREET PEP training in Spanish to reach the station's large Hispanic community. Other outreach efforts include a special SESAME STREET Read and Play event featuring readings by celebrities, storytelling, and take-aways such as bookmarks. WETA is also looking to place PTV materials and activities in area YMCA curricula.

Contact: Ferne Barrow, outreach. Telephone: (703) 998-2600.

WGBH, Boston, MA

WGBH has already conducted a pilot project for PTV in collaboration with the Massachusetts Office for Children (OFC). Through this collaboration, WGBH and the OFC worked with two Resource and Referral centers in Brockton and Fitchburg, Massachusetts to train 20 family childcare providers using four pre-school series: MISTER ROGERS' NEIGHBORHOOD, READING RAINBOW, BARNEY & FRIENDS and SESAME STREET. Plans are underway to expand this collaboration so that all 13 Resource and Referral agencies in Massachusetts can be trained to work with an additional 40 providers each, bringing the total number of providers to be trained to 520 for 1994-95. The initial launch of WGBH's PTV pilot drew local media attention, and was highly supported by Senator Edward Kennedy, co-sponsor of the Ready to Learn bill.

-more-

WGBH, Boston, MA - Continued

WGBH was closely involved with the development and expansion of the Family Literacy Alliance and has made a strong commitment to working with community-based organizations. WGBH's 13 Family Literacy Alliance sites will be included in WGBH's PTV outreach plans. The station is also developing many of the tools for introducing and promoting PTV at all Phase One stations. These include the design of community presentation kits, the templates for both the PTV Family Times magazine and PTV calendar, as well as print ads, TV and radio spots. The station is also producing all of the PTV program break segments, which include educational value messages.

Contact: Beth Kirsch and Amy McMahon, outreach. Telephone: (617) 492-2777, ext. 3848.

WGTE, Toledo, OH

WGTE has created model community alliances among a wide variety of organizations. These alliances have generated successful training workshops in early learning and critical television viewing techniques, targeting parents and caregivers in childcare centers, preschools, Head Start and other appropriate groups. New outreach efforts are being considered to reach the workplace environment through joint initiatives with unions and management. The health care community will also be targeted, working closely with county health departments, hospitals and doctors' offices. While new partnerships are being formed, previous alliances will be reinforced with the development of new workshops and PTV outreach materials.

WGTE is planning a partnership with the Retired Senior Volunteer Program (RSVP); the station hopes to train retired teachers as PTV workshop facilitators, which will broaden the reach of WGTE's PTV workshops and outreach efforts. The station has also developed the PTV Family Times parents newsletter, which will be available to all Phase One stations.

Contact: Cindy Fisher, outreach. Telephone: (419) 243-3091.

WNET, New York, NY

In order to reach a multicultural and underserved population of families in need, WNET is in the process of identifying five pilot sites (three in New York, two in New Jersey) for caregiver training. The station will train 15-20 childcare providers at each site, including educational directors and educational support staff, on how to use PTV and its curriculum support materials. These caregivers will in turn train the parents of the children in their programs.

WNET has other activities underway: its Literacy Center already employs bilingual operators to provide guidance to parents seeking adult education information. Callers with preschoolers will receive PTV materials. The "Reach for the Stars" program calls on celebrities to reach out to Latino and African-American youths in fifth through seventh grades. A Helpline "warm" line is being planned, and Learning Link, the PBS telecommunications system used in area schools, may be used to create an on-line directory of early learning resources. WNET's Tri-State Parenting Council will convert to a PTV council of parents and early learning professionals. Outreach tools include the PTV calendar and WNET's Parent Matters newsletter, which contains PTV programming and activity information and is mailed to some 8,000 organizations.

Contacts: Ann Mauze and Terry Solowey, outreach; Lisa DeAndrade, promotion. Telephone: (212) 560-2000.

Station Outreach / 4

WPBA, Atlanta, GA

WPBA's strong instructional programming identity will be the cornerstone of the station's PTV early learning activities. The station, which is owned and operated by the Atlanta Board of Education, produces a number of innovative childrens' programs including JUST WONDERING, a news show anchored by kids; middle school quiz bowls; and performance programming featuring young performers. WPBA plans to send a comprehensive package of PTV materials home to parents before school ends and will also be working with PTAs and childcare centers to spread the word about the new service. In order to maximize the use of PTV programming this summer, WPBA will broadcast programs for older children, e.g., SQUARE ONE TV and WHERE IN THE WORLD IS CARMEN SANDIEGO?, in late morning for use in summer school.

Pending additional funding, WPBA hopes to re-implement its SESAME STREET PEP training of caregivers and to expand its adult education services to include PTV information. Since Atlanta is served by both WPBA and GPTV, the stations are working together to ensure that their PTV programming for preschool and older children does not overlap.

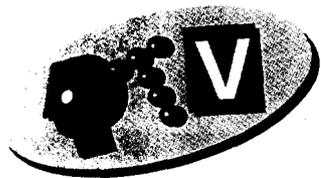
Contact: Eric Weston, promotion. Telephone: (404) 827-8900.

WSIU/WUSI Carbondale, IL

WSIU/WUSI has aligned with General Education Development (GED) certificate providers, other learning centers, and Child Care Resource and Referral to teach underserved parents and caregivers about PTV. A novel approach to reaching young parents early in their child's life is the station's workshops in adolescent health clinics. WSIU will promote a "warm" line and mail-in coupons to enlist parents to sign up for PTV materials. Non-traditional PBS viewers will experience PTV activities firsthand at WSIU's booth at the Illinois Du Quoin state fair in August where they can sign up to receive materials and information. The station's most ambitious plans are to expand its PTV audience by establishing a database of parents and professional caregivers who would receive a variety of informative materials about PTV's multifaceted learning service. The PTV Family Times magazine and the PTV calendars are expected to be effective new tools for maintaining consistent quality in early learning activities.

Contact: Candy Isberner, outreach. Telephone: (618) 453-4343.

###



LOCAL & NATIONAL PARTNERSHIPS: THE ESSENTIAL LINK FOR PTV

"We encourage connections among organizations and services, like PTV, which seek to benefit America's children. We hope that such initiatives will create greater awareness of the unique needs of children."

Helen Blank, Director of Child Care and Development, Children's Defense Fund (CDF)

"I especially value that PTV isn't asking families to watch more TV. Instead it stresses that TV programming is one of many tools adults use to introduce children to their world. This project [PTV] will help adults think about the compelling educational reasons to direct a child's viewing, and also to turn the TV off and interact."

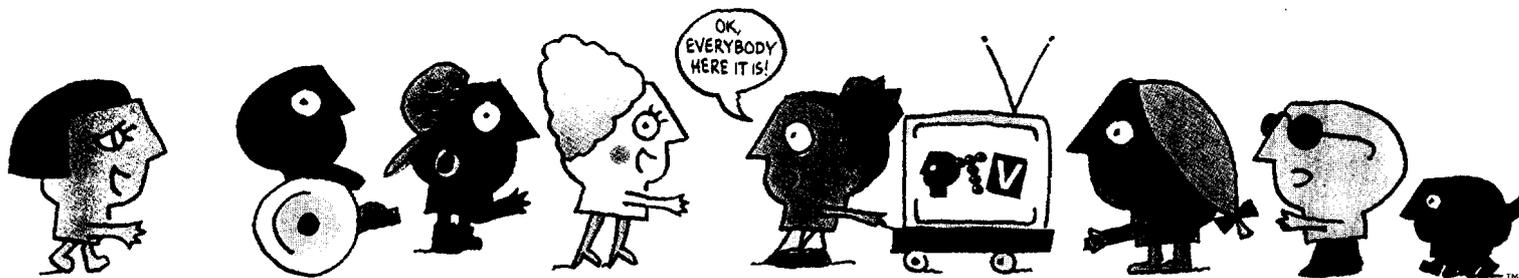
Marilyn Smith, Executive Director, National Association for the Education of Young Children (NAEYC)

Our nation's preschoolers tune into parent-trusted PBS -- home of Big Bird, Mister Rogers and Barney -- more than any other network. This tremendous reach translates into enormous responsibility if the nation is to meet its top education goal: that each child will enter school ready to learn by the year 2000. PBS clearly can't do that alone; achieving universal school readiness will take the involvement of the community, a host of local agencies and most of all, parents and caregivers.

That's why "PTV, The Ready to Learn Service on PBS" (PTV), is forming partnerships on the local and national level with organizations which directly serve families and caregivers. A "train the trainers" approach will be taken whereby PTV stations will train members of these local organizations, who will in turn train their staff and volunteers -- by providing workshop instruction, forming discussion groups with parents and caregivers and presenting printed material -- on how to best use television with children.

Many PTV Model Site stations* have longstanding relationships with family service agencies; in addition to CDF and NAEYC, PTV partners at the national and local level include:

- Head Start
- the National Association of Child Care Resource and Referral Agencies
- the National Coalition of Hispanic Health and Human Services Organizations
- the Retired Senior Volunteer Program
- the American Association of Retired Persons
- the American Library Association



Through the community roots of PBS stations, PTV is well-positioned to extend the benefits of programming by providing parents and caregivers with the tools – including workshops, the *Viewing and Doing Guide*, a bimonthly magazine and calendar -- to help children build the skills they need to succeed in school and life.

###

***PTV will be launched July 11 in the following markets: Atlanta, GA; Boston, MA; Carbondale, IL; El Paso, TX; Los Angeles, CA; New York, NY; Oklahoma City, OK; St. Paul, MN; Toledo, OH; Washington, DC; and the State of Georgia.**



PBS CHILDREN'S SERIES

Preschool

BARNEY & FRIENDS

Targeted to the youngest preschoolers, this series is guided by principles of early childhood education, using music, the power of imagination and entertainment to involve young viewers. Funders: Public Television Viewers, the Corporation for Public Broadcasting and the Kimberly-Clark Corporation.

LAMB CHOP'S PLAY-ALONG

This series, featuring Shari Lewis, is designed to counteract passive television viewing by motivating children of all ages to actively participate in songs, stories, comedy, games and magic tricks. The series focuses on expanding observational skills, pre-reading skills (including phonics), number skills and manual and physical dexterity. Funders: Public Television Viewers and the Corporation for Public Broadcasting.

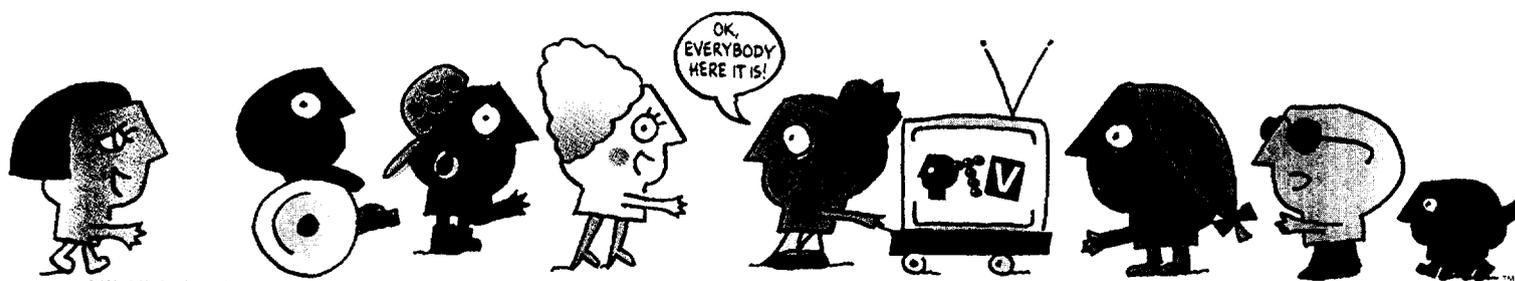
MISTER ROGERS' NEIGHBORHOOD

The goal of this program is to provide a quiet oasis of respect for children, their feelings and capabilities and nurture the child's healthy growth and self-respect. The program's producers have developed the MISTER ROGERS' NEIGHBORHOOD Child Care Partnership project to complement the work of the television program and provide ideas for follow-up activities to caregivers. Funders: Public Television Viewers and the Corporation for Public Broadcasting.

THE PUZZLEWORKS (new)

This series is designed to help preschoolers and their caregivers understand the values of diversity and individuality. It features a cast of multicultural "people puppets," and uses music, animation and humor to teach children the skills that will help them get along with each other in a diverse and changing world. Premiere: January 1995. Funders: The Corporation for Public Broadcasting and Southern California Edison Company.

(more)



READING RAINBOW

This long-running series is designed to stimulate a child's interest in reading. The centerpiece of each show is a narrated television adaptation of a picture book. The adaptations carefully maintain the integrity of the original work, providing a springboard for the investigation of the book's themes and ideas in order to motivate children to read every day. Funders: Public Television Viewers, the Kellogg Company and National Science Foundation.

SESAME STREET

For 25 years, SESAME STREET has helped preschoolers prepare for the transition from home to school, teach basic cognitive skills and explore family issues, emotions and social interactions through a well-researched, constantly evolving curriculum based upon new issues facing preschoolers and their families. Funders: Public Television Viewers and the Corporation for Public Broadcasting.

SHINING TIME STATION

This series is designed to entertain young children while supporting their social, creative and artistic development. Featuring Thomas The Tank Engine, it is set in an enchanted railroad station and centers around the efforts of its inhabitants to keep the station open and operating. The characters experience the human emotions we all are subject to -- good and bad -- and in the end, learn basic human values through their experiences. Funders: Public Television Viewers and the Corporation for Public Broadcasting.

STORYTIME (new)

This new series has three important goals: to encourage children to love reading, to help adults see how easy and rewarding it is to read to the children they care for and to support the efforts of local community, library and school contacts to get children and families reading through outreach materials provided to individual local public television stations. Premiere: June 6, 1994. Funders: Helen and Peter Bing, the National Endowment for Children's Educational Television and Toyota Motor Sales, U.S.A., Inc.

School-age

BILL NYE THE SCIENCE GUY (new)

Hosted by mechanical engineer and "standup scientist" Bill Nye, this series combines solid science with original music videos, ingenious graphics, special effects and comedy to dispel the myth that science and learning are dull and boring. The program's home base is

(more)

the fictional "Nye Laboratories," where there's always something bubbling in a beaker or trickling down a test tube, but Nye also takes his science experiments and demonstrations out into the real world – into the mouth of an active volcano or a huge tub of water. The zany host also demonstrates what it is like to make a living as a scientist, and how to conduct safe science experiments at home. Premiere: Fall 1994. Funders: National Science Foundation, the Corporation for Public Broadcasting and Public Television Viewers.

GHOSTWRITER

This multimedia literacy project, developed by the Children's Television Workshop, is designed to get schoolage children excited about reading and writing. Its centerpiece is a television mystery series about the adventures of six children who solve mysteries and elude danger with the help of an invisible friend, "Ghostwriter." To "talk" with Ghostwriter, the children must put their messages in writing and read his written messages. Funders: Public Television Viewers, the Corporation for Public Broadcasting, the NIKE Just Do It Fund, The John D. and Catherine T. MacArthur Foundation, the Pew Charitable Trusts, the Mary Reynolds Babcock Foundation and the U.S. Department of Education.

THE MAGIC SCHOOL BUS (new)

PBS's first fully-animated series is based on the highly successful children's book series of the same name. Lily Tomlin provides the voice for Mrs. Frizzle, the inspired teacher of a group of sometimes less-than-enthusiastic elementary school children. To stimulate her students' passion for science, Mrs. Frizzle takes the class on unusual field trips with help from a magic school bus. Premiere: September 1994. Funders: The National Science Foundation, the U.S. Department of Energy, the Carnegie Foundation and Microsoft Home.

SQUARE ONE TV

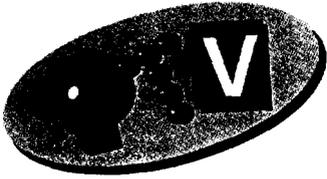
SQUARE ONE TV is a magazine-format series designed to motivate children from ages 8-12 to tune in and turn on to math. SQUARE ONE TV features daily installments of the detective series "Mathnet" and television parodies "The Adding Family," "Ed & Ned's Most Excellent Solution" and "Late Afternoon with David Numberman." Numerous teaching materials are available including program listings for all five seasons, a student activity book and teachers' guides. Funders: Public Television Viewers, the Corporation for Public Broadcasting, Intel Corporation Foundation and the National Science Foundation.

(more)

WHERE IN THE WORLD IS CARMEN SANDIEGO?

Based upon the popular Broderbund software, this lively gameshow series is designed to motivate children's interest in geography not only as a subject about words on a map, but a study encompassing new cultures, different peoples and new horizons. Contestants track Carmen Sandiego and her gang around the world by solving clues presented in a variety of ways – traditional gameshow style, comic vignettes performed by hosts Greg Lee and Lynn Thigpen and the funky a capella music of "Rockapella." Funders: Public Television Viewers, the Corporation for Public Broadcasting and Toyota.

#



PTV MODEL SITE STATIONS

July 11, 1994 Launch

GPTV/State of Georgia
KCET/Los Angeles, CA
KCOS/El Paso, TX
KTCA/St. Paul, MN
KTLC/Oklahoma City, OK
WETA/Washington, DC

WGBH/Boston, MA
WGTE/Toledo, OH
WNET/New York, NY
WPBA/Atlanta, GA
WSIU/Carbondale, IL

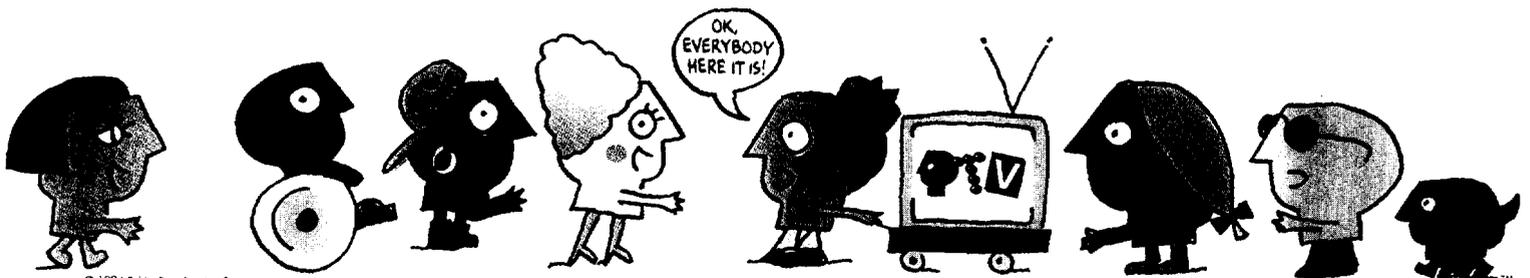
PTV PHASE TWO STATIONS

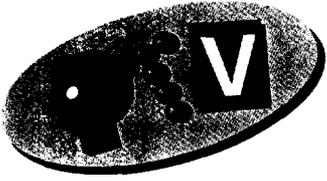
January, 1995 Launch

Idaho Public Television
KAKM/Anchorage, AK
KBDI/Bloomfield, CO
KBYU/Provo, UT
KCPT/Kansas City, MO
KCTF/Waco, TX
KETC/St. Louis, MO
KMOS/Warrensburg, MO
KOZK/Springfield, MO
KTEH/San Jose, CA
KUAC/Fairbanks, AK
KWCM/Appleton, MN
Louisiana Public Television
Maryland Public Television
Vermont ETV
WCFE/Plattsburgh, NY
WEIU/Charleston, IL
WFSU/Tallahassee, FL
WFUM/Flint, MI

WGBY/Springfield, MA
WHRO/Norfolk, VA
WHYY/Philadelphia, PA
WKNO/Memphis, TN
WLAE/New Orleans, LA
WLRN/Miami, FL
WMFE/Orlando, FL
WMVS/Milwaukee, WI
WNED/Buffalo, NY
WNIN/Evansville, IN
WQED/Pittsburgh, PA
WQPT/Moline, IL
WSEC/Jacksonville-Springfield, IL
WSKG/Binghamton, NY
WTVI/Charlotte, NC
WTVS/Detroit, MI
WUFT/Gainesville, FL
WXXI/Rochester, NY

The remaining PBS stations are scheduled to join the service in 1996.

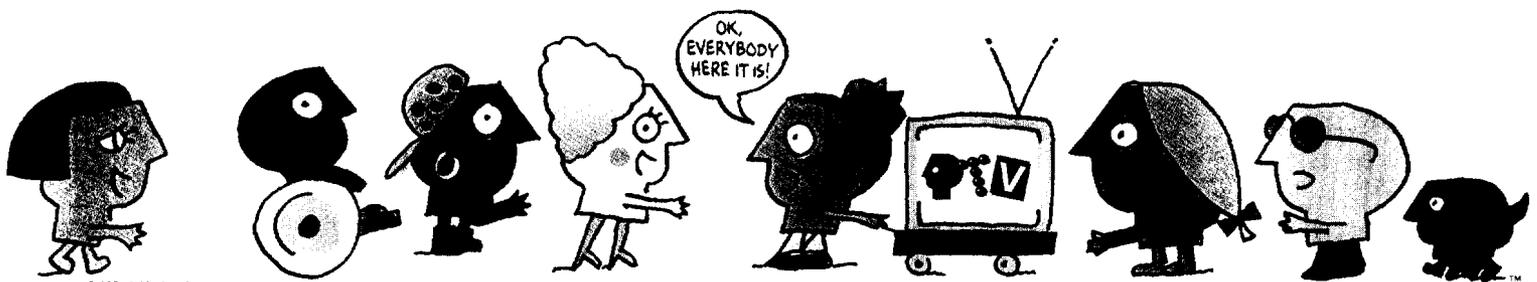




PBS: THE PUBLIC BROADCASTING SERVICE At-A-Glance

- PBS is a private, nonprofit corporation whose members are America's public television stations.
- Founded in 1969, PBS provides quality television programming and related services to 346 noncommercial stations serving the United States, Puerto Rico, the Virgin Islands, Guam and American Samoa.
- Noncommercial public television is available free of charge to 99 percent of America's children.
- More than 60 percent of all children aged 2-5 watch public television at least once a week; these children spend more than 3.5 hours a week watching PBS. Children aged 6-11 are also dedicated public television viewers -- almost 40 percent of them watch PBS on a weekly basis; of these 6-11 year-old viewers, they spend more than 1.5 hours a week with PBS.
- PTV, The Ready to Learn Service on PBS, is designed to help achieve the first national education goal that all children start school ready to learn by the year 2000. Through award-winning programs, educational value messages between programs, outreach alliances, activities and materials, PTV gives parents and other caregivers the tools to help children master skills essential to successful learning.
- PBS's K-12 Learning Services provides quality instructional programs and related materials for classroom use in grades K-12, and national advocacy and leadership for the use of learning technologies in elementary and secondary schools.

(more)



- **PBS's Adult Learning Service is a partnership of public television stations and more than 2,000 colleges and universities offering college credit television courses to more than 325,000 students each academic year.**
- **PBS's National Program Service consists of quality children's, cultural, educational, news and public affairs, science and nature, and how-to programs.**
- **PBS programs are obtained from public television stations, independent producers, production companies and distributors from around the world.**
- **The average viewing household watches nearly three hours of public television a week; about half that time is spent with prime-time programming.**
- **The public television audience as a whole reflects the demographic and socio-economic composition of the United States.**
- **The 346 PBS member stations are operated by 175 noncommercial, educational licensees – made up of community organizations (52%), colleges and universities (31%), state authorities (11%) and local educational or municipal authorities (6%).**

###

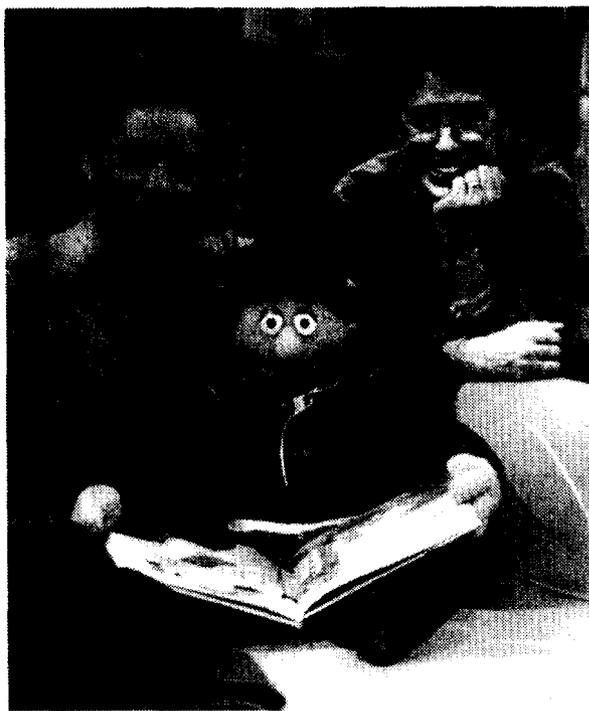
Watch a Story, Read a Story

PTV's two great reading series – *Reading Rainbow* and *Storytime* – will keep your child interested in books all summer long.

Reading Rainbow, a long-time favorite for ages 5 to 8, shows reading as an adventure. Each program includes a video version of a feature book, using the book's actual pictures. Well-known actors, such as James Earl Jones and Ruth Buzzi, tell the story. Then, host LeVar Burton expands on the theme of the feature book with "you are there" adventures.

For example, one program highlights the book *Paul Bunyan*, about the greatest logger who ever lived. LeVar then joins Smokey Bear to watch rangers fight a forest fire. LeVar even tries out his lumberjack skills! Each program ends with three book talks by young children.

Storytime is a new series this summer on PTV for ages 2 to 6. Each story is introduced by three hosts: Marabina Jaimes (Mara), Anne Betancourt (Lucy), and a hip kid/puppet named Kino. Kino wears sneakers and acts and talks like many 7-year-olds – and he just loves to have Mara and Lucy read to him.



Storytime hosts Marabina Jaimes, Kino, and Anne Betancourt.

Storytime's guest readers include such stars as Dave Coulier, A Martinez, Edward James Olmos, and Fred Savage.

Go Find Out!

Once you've watched the stories, you can *read* the stories again with your children. Your public TV station has lists of more than 500 books featured on both *Storytime* and *Reading Rainbow*. Help your child find some of these in the public library. Or, your child could pick another book about the same topic he or she saw on PTV. Interested in LeVar's travels to a zoo? Check out other books about zoo animals – and visit your nearest zoo! Does your child really like Kino? Find books that show kids how to put on their own puppet shows. The adventure of reading *starts* with PTV!



LeVar Burton has worn many hats as celebrity host of *Reading Rainbow*.

INSIDE

- ☞ Guiding TV Viewing
- ☞ Getting Ready To Read
- ☞ Activities for Kids!

V
Family Times
Premiere Issue Summer 1994

PTV Pointers - What's on Between PTV Programs

A whole new world for children can be found in between the programs on PTV. And it's a place where kids can pick up all kinds of terrific learning tips and messages - in as little as 30 seconds. Look for these *PTV Pointers* before and after PTV programs - how many can your family find?

Task Completion

Stick to it!

Skills that help children accomplish a set goal, by working through their frustrations and overcoming obstacles.

Recruitment

Ask a friend for help!

Skills that assist children to recruit friends - such as a responsible adult, parent, teacher, sibling, or peer - to mentor for them through the learning process.

Information Gathering

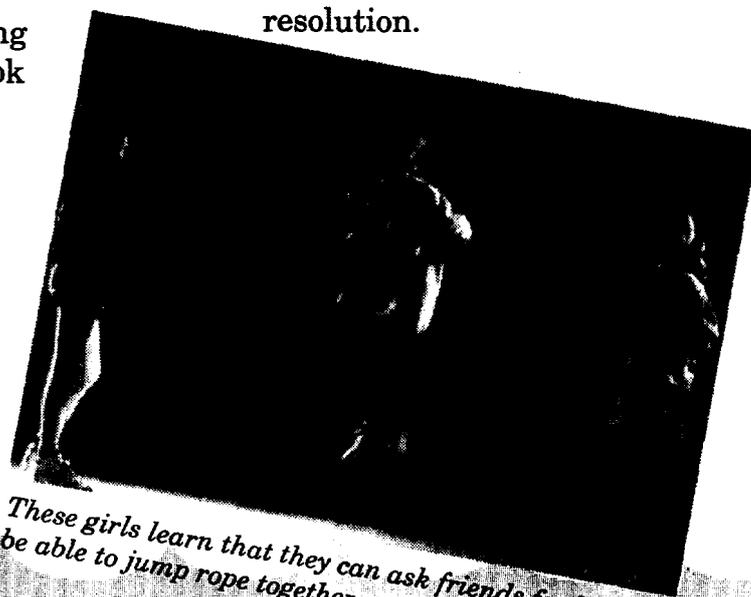
Go find out!

Skills that help children acquire information.

Negotiation

Work it out!

Skills that help children talk and work through a problem to arrive at a consensus and resolution.



These girls learn that they can ask friends for help to be able to jump rope together.

Confidence and Self-Esteem

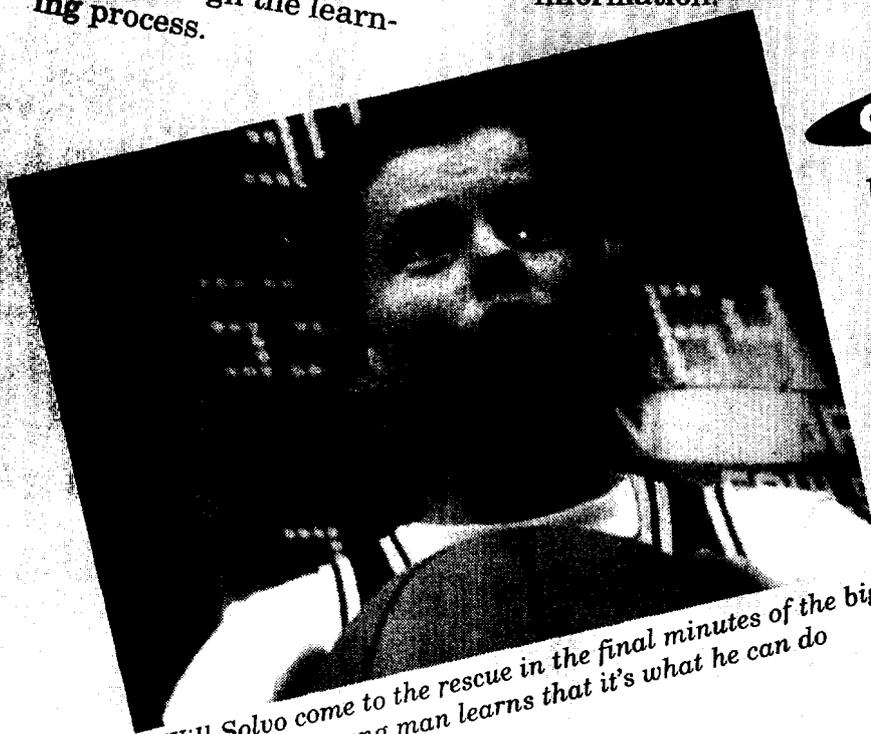
Use what you know!

Skills that help children learn to depend on their own resources and recognize and draw on their own abilities when they need to.

Experimentation

Try it out!

Skills that enable children to try new and different things in a secure environment, and to learn from their experimentation.



Will Solvo come to the rescue in the final minutes of the big game? This young man learns that it's what he can do that's important.

PTV Family Times

Vol. 1, No. 1, Summer 1994

Editor

Paula Davis
WGTE Public Broadcasting

Designer, Art and Graphics

Jauneth Skinner
WGTE Public Broadcasting

Editorial Consultant

Toby Kleban Levine,
Toby Levine Communications, Inc.

Design Consultant

WGBH Design Group
Chris Pullman, Vice President
Alison Kennedy, Senior Designer

Editorial Board

Carol Copple

Publications Editor
National Association for the
Education of Young Children,
Washington, DC

Barbara Elleman

Editor, Book Links
American Library Association,
Chicago, IL

Sherryl Browne Graves

Chair, Educational Foundations
and Counseling Programs
Hunter College,
New York, NY

Concha Orozco

Program Director, COSSMHO
(National Coalition of Hispanic
Health and Human Service
Organizations), Washington, DC

Cynthia L. Scheibe

Director, Center for Research on
the Effects of Television
Cornell University/Ithaca College,
Ithaca, NY

Michael Webb

Director, Education and Career
Development Programs
National Urban League,
New York, NY

PTV Family Times is published bimonthly by WGTE Public Broadcasting in Toledo, Ohio, with financial support from the Corporation for Public Broadcasting and in cooperation with PTV, the Ready to Learn Service on PBS, which is funded in part by Public Television Viewers like you, the Corporation for Public Broadcasting, and EON Corporation. The opinions expressed herein are those of the authors and do not necessarily reflect the opinions or policies of the Corporation for Public Broadcasting. All comments should be sent to the attention of your local public television station, or to the Editor, *PTV Family Times*, P.O. Box 30, Toledo, OH 43697-0030.

PTV—A Good Place to Start

by Dr. Ernest L. Boyer

Every day, many children in your community start school not truly prepared for formal learning. The Carnegie Endowment, in a national study, found that school readiness is a serious problem. If kids lack language ability, are not healthy, lack social competence, or have emotional problems, their school performance will be limited. Some will start falling behind even as they begin. Others later will drop out. They will be unprepared for work and for life.

Where can parents find out how to help their children gain the confidence and skills they need?

Your local public TV station is a good place to start. PBS stations around the country are now using the power of television to help solve the school readiness problem.

By the time children start school, they have logged an average of 4,000 hours watching TV, much of it with little educational value. But PBS programs such as *Sesame Street*, *Mister Rogers' Neighborhood*, *Barney & Friends* and many others can help children learn to read, count, explore, and grow as young students and citizens.

Your local public television station is part of PTV, the new Ready to Learn Service on PBS. PTV can help children become achievers and not just TV viewers. Here's what makes PTV new and exciting:

- More children's programs are now available – up to nine hours daily.
- Stations are working with parents, caregivers, and others to show them how to use television to prepare children for school.
- Stations can also supply many new materials – such as monthly calendars and the *PTV Family Times* – to help parents and others use the positive power of television.

PTV Family Times has information for parents, games to play with young children, and activities for older children to try themselves. Your local PBS station would like to hear what you think about *PTV Family Times*. The station can also tell you more about PTV and its new services. By working together, we can help all our children succeed in school – and in life.

Dr. Boyer is president of the Carnegie Foundation for the Advancement of Teaching, and is author of Ready to Learn: A Mandate for the Nation, a major report published by the Foundation.



*Putting puzzles together can help children develop skills for school.
(Photo by Charley Drake.)*

Young children need certain skills in order to get ready to read. You can help your child develop such skills as listening, looking and speaking.

Share Books Together

- ✓ Find books with simple, fun stories about familiar things. Stories about families, animals, or everyday life interest young children. For example, is *Cookie Monster on Sesame Street* popular at your house? Then find other books about cookies, food, or meal times.
- ✓ Look for books with bright, colorful pictures.
- ✓ Pick books that have only a few words on each page. Children love to hear simple books read over and over again. Soon they learn to say the words right along with you.
- ✓ Have fun with sound! (Really huff and puff when you blow the house down!) Make your voice louder, softer, higher or lower for different characters or moods. Develop listening skills with rhymes and word plays. After watching the *Barney & Friends* "Mother Goose" episode, you could read nursery rhymes together.
- ✓ Let your child turn the page. This keeps your child interested in the reading process.

Getting Ready to Read

Practice Matching

Children learn to recognize shapes and color before they read. Soon shapes turn into letters and have sounds.

☞ **What color is ...Barney? ...Big Bird? ...Mister Rogers' sweater?** Ask your child to find other things that are the same color. For example, look for purple grapes, a yellow flower, a white cup, or a red rug.

☞ **What letter is that?** Both *Sesame Street* and *Lamb Chop's Play-Along* feature letters. Make every day a letter day! Draw a letter of the day on a piece of paper. Then help your child find that letter in magazines, on cereal boxes or food cans, and all around the house.



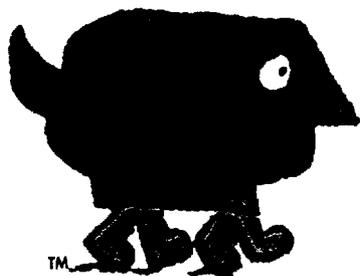
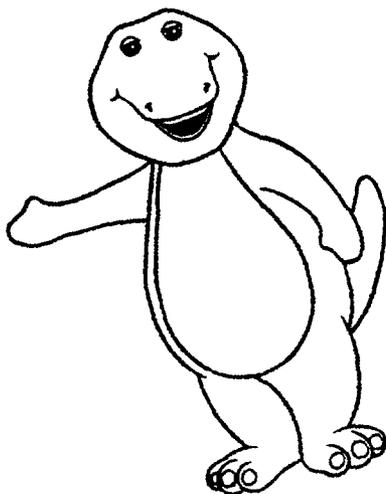
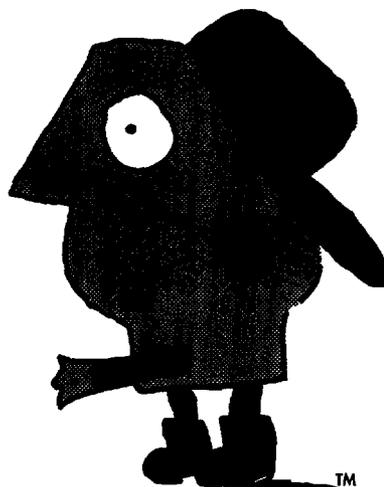
Children are fascinated when you share stories with them. (Photo by Charley Drake.)

P A R K

For Children 2 to 6 years

Find the Pictures!

Ask your child to name each of the pictures below. Fill in each name, then help your child find each picture somewhere else in this magazine!



**Help your
6- to 12-year-old
with this activity.**

P T V P O S T C A R D S

**Let's make
postcards!**

First...decide where you want to go...to the beach or the mountains, to a big city or out in the country, for a ride on a plane or train. You could pick a place you've seen on *Reading Rainbow*, *Where In the World Is Carmen Sandiego?*, or another PTV show. You decide!

Next...try to find a picture of the place in old magazines or newspapers. Or, draw and color your own picture of a place you've seen on PTV!

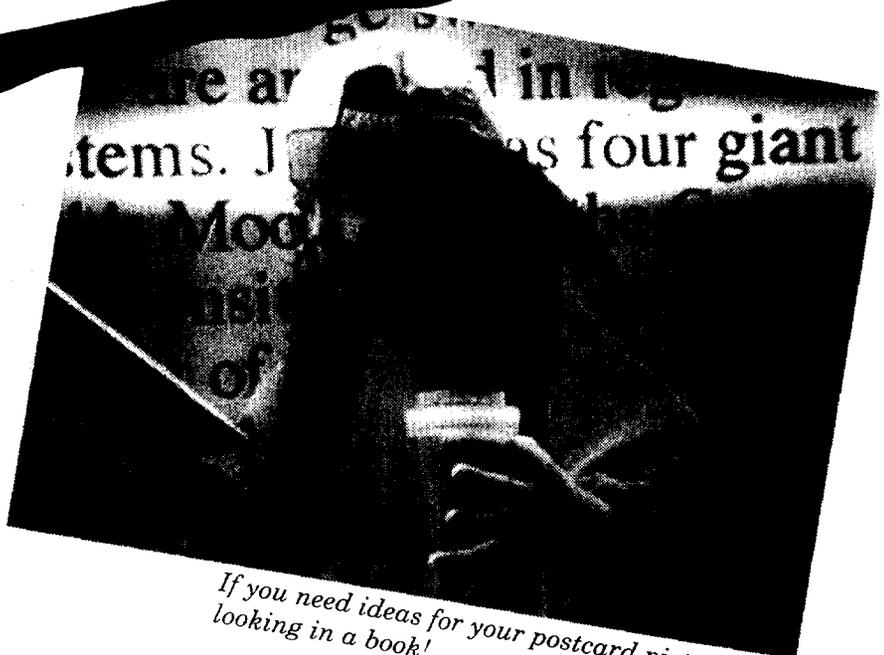
Then...cut the picture out, and glue it onto a piece of paper or cardboard. Then write your message to *PTV Family Times* on the back! You can tell us why you picked the picture and which show you like on PTV. Add your name, age, street, city, state, zip code, and a stamp!

If you need to, **Ask For Help!** Then send your postcards to: *PTV Family Times*, P.O. Box 30, Toledo, OH 43697-0030. We'll tell you all about the postcards we received in an up coming issue of *PTV Family Times*.

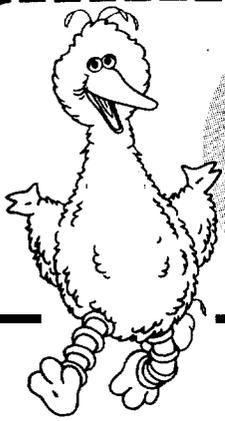


PTV PARENT PICK

The New Read-Aloud Handbook, by Jim Trelease (Penguin, 1990), shows parents how to bring the family closer through reading together. Includes a recommended reading list for children. Available in paperback.



If you need ideas for your postcard picture, try looking in a book!

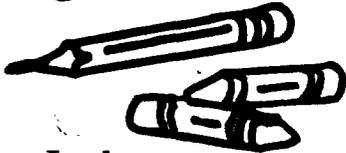


I choose to watch PTV!

I choose to play outside.



I choose to watch PTV!



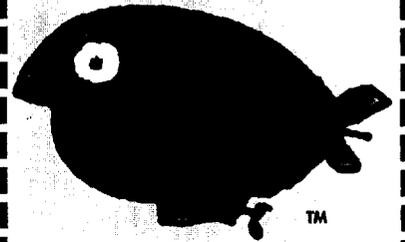
I choose to make something.



Choosing and Using: GUIDING YOUR CHILD'S TELEVISION VIEWING

- 1 Decide how long your child may watch TV each day.
- 2 Find out what the programs are about. Your public TV program guide, the newspaper, or *TV Guide* may help you decide what's appropriate.
- 3 When you can, watch TV with your child.
- 4 Ask questions about what you've seen. *What did Barney do today? What happened in Mister Rogers' Neighborhood?*
- 5 After watching TV, plan other activities. Read a book together about what you saw on TV...Scribble, draw, or paint a favorite TV character...Go for a walk to find things you saw on TV.
- 6 Give your child choices. Around this page are activity tickets to cut out. Help your child to plan what to do each day. PTV and planning activities are natural partners!

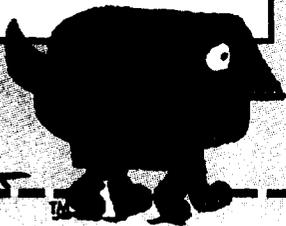
I choose to go to the library.



I choose to watch PTV!



I choose to watch PTV!



I choose to play with my toys.

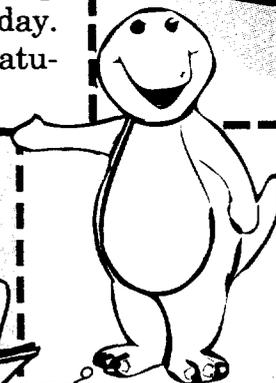


I choose to sing a song.



I choose to watch PTV!

I choose to read a book together.



I choose to watch PTV!

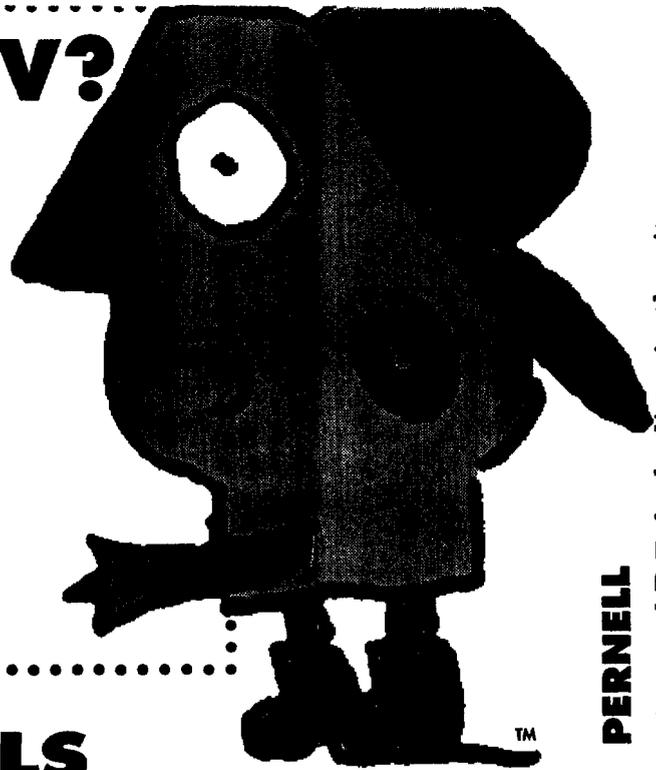
What's On PTV?

For Younger Children

- Barney & Friends*
- Lamb Chop's Play-Along*
- Mister Rogers' Neighborhood*
- Reading Rainbow*
- Sesame Street*
- Shining Time Station*
- Storytime*

For Older Children

- Ghostwriter*
- Square One TV*
- Where In the World Is Carmen Sandiego?*



PERNELL

...is a cool P-Pal who lives in the city, wears an earring, and helps other kids learn about computers.

P-PALS

... are all shaped like the letter "P" ... live in a special place – between PTV programs! ... all have names that begin with "P" ... and are friends who play together, even though they're all different!

P-PET

...is, of course, a P-Pal's best friend. He's furry, red, and barks a lot.

PTV Family Times is made possible in part by a grant from the Corporation for Public Broadcasting.

The Ready to Learn Service on PBS





PTV, The Ready to Learn Service on PBS, is made possible in part by Public Television Viewers, The Corporation for Public Broadcasting, and EON Corporation.

JULY



TRY IT OUT!

PTV - the new ready to learn service on PBS - is a place where children ages 2-12 can have fun, learn new things, and find a safe haven. PTV will engage children's interest, spur their learning, and introduce them to lots of new activities. Among the favorite programs youngsters can enjoy all summer are

- *Barney & Friends*
 - *Lamb Chop's Play-Along*
 - *Mister Rogers' Neighborhood*
 - *Reading Rainbow*
 - *Sesame Street*
 - *Shining Time Station*
 - *Storytime*
- Older kids will want to check out
- *Ghostwriter*
 - *Square One TV*
 - *Where in the World Is Carmen Sandiego?*

GO FIND OUT!

A terrific place to find out new things is at your local library. It's nearby and it's free. Help your child get a library card so he or she can take books home. And tune in to *Reading Rainbow* and *Storytime*, where books are what it is all about.

STICK TO IT!

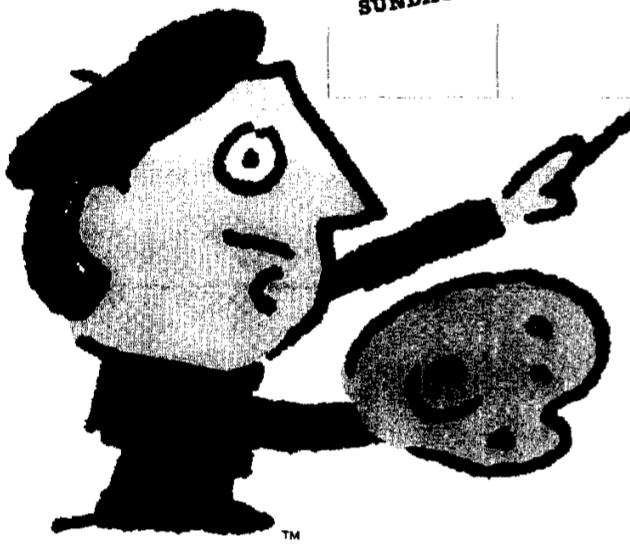
You'll see a new look on PTV this summer - in between the programs. It's a place where kids can pick up all kinds of terrific tips - in as little as 30 seconds. So stay with PTV between the programs and find a whole new world of ideas produced just for kids.

TALK ABOUT IT!

A simple question at the end of any program will help your children talk about what they just saw. Ask about the characters and what they were doing. Ask what was new. Ask what they liked - or didn't like - about the program.

3 F A	4 ★ Edward James Olmoe reads "Baby Rattle Snake" on <i>Storytime</i> today.	5	6	7 Many different families are featured on <i>Reading Rainbow</i> in "Through Moon and Stars and Night Skies."	8 Barney goes to the dentist today.	9
10 H C	11	12 Learn how different people feel about moving all this week on <i>Mister Rogers' Neighborhood</i> .	13 	14	15 Find out how the station got its name on today's <i>Shining Time Station</i> .	16
17 G H	18 Crimesolvers go all the way to Bulgaria to solve "The Kazanluk Cologne Caper" on <i>Where in the World Is Carmen Sandiego?</i>	19	20	21	22 Fred Savage reads "Wily the Wimp" today on <i>Storytime</i> .	23
24 O S	25 Did you know that Lamb Chop bites her nails? Watch today to see how she deals with it.	26	27 CHECK IT OUT! <i>Square One TV</i> is into sports and stats.	28	29 	30

31 W R I	1 Today is King Friday's birthday on <i>Mister Rogers' Neighborhood</i> .	2 It is birthday time on <i>Barney & Friends</i> , too.	3 	4	5	6
7 T E R	8 Mariel Hemingway reads "The Very Quiet Cricket" and "Whistle for Willie" today on <i>Storytime</i> .	9	10 STICK TO IT! Watch <i>Sesame Street</i> today to see how the gang learns to "try, try again."	11	12 Finish your week in Indonesia as you help solve "The Tattoo Snafu" on <i>Where in the World Is Carmen Sandiego?</i>	13
14 M A	15 	16 All this week <i>Mister Rogers' Neighborhood</i> is about going to school.	17	18	19	20
21 E R Y	22	23 Learn more about families on <i>Reading Rainbow</i> through "The Patchwork Quilt."	24	25	26 WORK IT OUT! See how people can agree to disagree today on <i>Shining Time Station</i> .	27
28 SUNDAY	29	30	31 Tune in to <i>Lamb Chop's Play-Along</i> to see how Lamb Chop copes with her fears about starting school.	AUGUST 		



MAKE IT UP!

Puppet plays help children develop their imagination and talk about their feelings. An old sock, a paper bag, or a face pasted on to the tip of an ice cream stick all make wonderful puppets.

- THANKS**
- Special thanks to underwriters that provide grants for PTV children's programs on PBS:
- Mary Reynolds Babcock Foundation
 - Helen and Peter Bing Corporation for Public Broadcasting
 - Intel Corporation Foundation
 - Kellogg Company
 - Kimberly-Clark Corporation
 - John D. and Catherine T. MacArthur Foundation
 - National Endowment for Children's Educational Television
 - National Science Foundation
 - NIKE Just Do It Fund
 - Pew Charitable Trusts
 - Public Television Viewers
 - Toyota Motor Sales, U.S.A., Inc.
 - US Department of Education.



JULIO

¡PRUEBELO!

PTV - el nuevo servicio listo para aprender de PBS - es un lugar especial en donde niños de 2 a 12 años pueden divertirse, aprender cosas nuevas, y encontrar un lugar idóneo para ellos. PTV capturará el interés de niños, fomentará su aprendizaje, y los introducirá a muchas actividades nuevas. Algunos favoritos que se pueden ver durante todo el verano son

- *Barney & Friends*
- *Lamb Chop's Play-Along*
- *Mister Rogers' Neighborhood*
- *Reading Rainbow*
- *Sesame Street*
- *Shining Time Station*
- *Storytime*

A los niños mayores les va a gustar

- *Ghostwriter*
- *Square One TV*
- *Where in the World Is Carmen Sandiego?*

¡VAYA Y AVERIGUE!

Un lugar maravilloso para averiguar cosas nuevas es su biblioteca local. Queda cerca y es gratis. Ayude a su niño a conseguir una tarjeta de la biblioteca para que pueda llevar libros a la casa. Y vean *Reading Rainbow* y *Storytime*, programas basados en libros.

¡MANTENGASE CON NOSOTROS!

Este verano verán algo nuevo en PTV - en los momentos entre los programas. Es un lugar donde los niños pueden aprender todo tipo de cosas - a veces hasta en 30 segundos. Por eso quédense con PTV entre los programas y descubran un mundo nuevo de ideas, producido especialmente para niños.

3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	AGOSTO		

Edward James Olmos lee "Baby Rattlesnake" en *Storytime* hoy.



Diferentes tipos de familias se destacan hoy en *Reading Rainbow* en "Through Moon and Stars and Night Skies."

Barney va al dentista hoy.

Aprendan como se sienten muchas personas distintas cuando tienen que mudarse a otro lugar toda esta semana en *Mister Rogers' Neighborhood*.



Entérense como le dieron el nombre a la estación hoy en *Shining Time Station*.

Detectives van hasta Bulgaria hoy para resolver "The Kazanluk Cologn Cape" en *Where in the World Is Carmen Sandiego?*

Fred Savage lee "Willy the Wimp" hoy en *Storytime*.

Sabía Vd. que Lamb Chop se come las uñas? Véala hoy para averiguar que es lo que ella va a hacer.

¡OOO! Square One TV presentará deportes y estadísticas.



Hoy es el cumpleaños del King Friday en *Mister Rogers' Neighborhood*.

Habrà celebración de cumpleaños en *Barney & Friends* también.



Termine su semana en Indonesia, mientras ayuda a resolver el caso "The Tattoo Snafu" en *Where in the World Is Carmen Sandiego?*



Mariel Hemingway lee "The Very Quiet Cricket" and "Whistle for Willie" hoy en *Storytime*.

¡VEALO! Vea en *Sesame Street* hoy como el grupo aprende sobre "intentar e intentar otra vez."

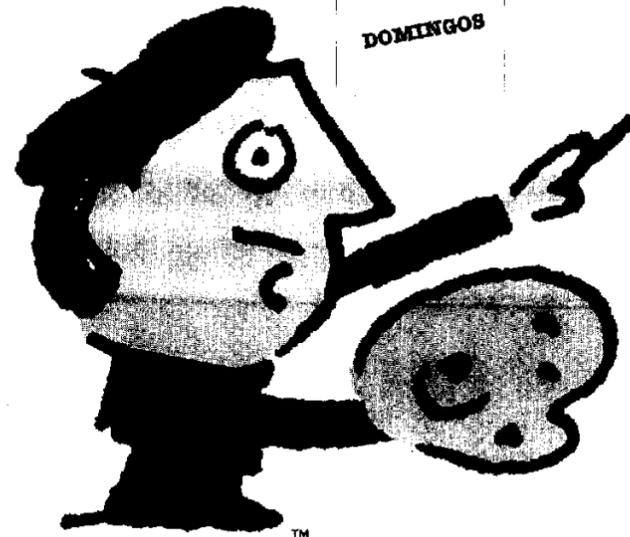
Toda esta semana bregamos con el tema de ir a la escuela en *Mister Rogers' Neighborhood*.



Aprenda más sobre familias hoy en *Reading Rainbow* en "The Patchwork Quilt."

¡RESUELVALO! Vea como la gente puede ponerse de acuerdo para no estar de acuerdo hoy en *Shining Time Station*.

Vea *Lamb Chop's Play-Along* para ver como Lamb Chop supera el miedo de empezar la escuela.



¡CONVERSEN CON ELLOS!

Una pregunta sencilla al final de cada programa ayudará a su niño a hablar sobre lo que acaba de ver. Pregúntele sobre los personajes y lo que estaban haciendo. Pregúntele qué tuvo de nuevo el programa. Pregúntele qué le gustó - o no le gustó - del programa.

¡INVENTELO!

Los títeres ayudan a los niños a desarrollar su imaginación y a hablar de sus emociones. Un calcetín viejo, una bolsa de papel, o un dibujo de una cara pegado a un palito de madera - todos éstos hacen títeres maravillosos.

MUCHAS GRACIAS

Un agradecimiento especial a todos los proveedores que dan apoyo a los programas para niños de PTV en PBS:

- Mary Reynolds Babcock Foundation
- Helen and Peter Bing Corporation for Public Broadcasting
- Intel Corporation Foundation
- Kellogg Company
- Kimberly-Clark Corporation
- John D. and Catherine T. MacArthur Foundation
- National Endowment for Children's Educational Television
- National Science Foundation
- NIKE Just Do It Fund
- Pew Charitable Trusts
- Public Television Viewers
- Toyota Motor Sales, U.S.A., Inc.
- US Department of Education