

Enhancing Education

A Children's Producer's Guide

➤ Case Studies

Arthur 2

Arthur is an animated show based on the book series by author-illustrator Marc Brown. Arthur, his little sister D. W., and their friends and family face many of the challenges of real-life kids.

Budget: Large (\$250-\$500K) to Very large (over \$500K) *Formats:* Print, Web, Person-to-Person

Cyberchase 13

Cyberchase, the action-packed, math-mystery adventure cartoon series, engages kids in the fun and challenge of mathematics.

Budget: Large (\$250-\$500K) *Formats:* Print, Web, Person-to-Person

Mister Rogers' Neighborhood 24

Mister Rogers' Neighborhood daily "television visit" provides a calm, safe place for children to learn about themselves, others, and the world around them.

Budget: Small (under \$50K) to Medium (\$50K-\$250K) *Formats:* Print, Web, Person-to-Person

Sesame Street 35

Sesame Street has helped ground generations of children in the cognitive basics and continues to provide fun, creative ways for children to learn about their world.

Budget: Very Large (over \$500K) *Formats:* Print, Web, Person-to-Person

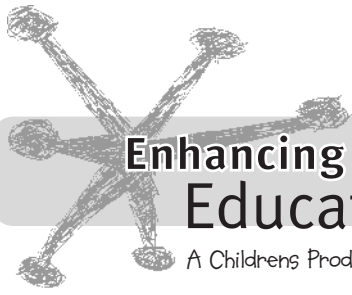
ZOOM 44

ZOOM, the interactive television series, is packed with games, crafts, experiments, recipes, and brainteasers -- all sent in by viewers and performed by a cast of seven everyday kids.

Budget: Large (\$250-\$500K) to Very large (over \$500K) *Formats:* Print, Web, Person-to-Person

Key to budget range:

small: up to \$50K; medium: \$50K-\$250K; large: \$250K-\$500K



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Arthur

Producer

WGBH Boston and Cinar

Series Description

In *Arthur*, created by author-illustrator Marc Brown, the 8-year-old title character Arthur, his little sister D. W., and their friends and family deal with many of the challenges that face real-life kids – coping with bullies, siblings, feeling different. Through stories about these challenges, *Arthur* illustrates problem-solving and communication skills, as well as the importance of self-respect and respect for others. The program also helps children to improve their reading, writing, and social skills and to learn ways to share their thoughts, ideas, feelings, and dreams. Each *Arthur* episode consists of two 12-minute animated stories linked by a live-action segment featuring children participating in *Arthur*-related activities.

Funders

Over its many seasons, *Arthur* has had a number of funders. These funders include Corporation for Public Broadcasting (CPB), National Endowment for Children's Educational Television (NECET), The Arthur Vining Davis Foundations, Libby's® Juicy Juice®, babyGap, Polaroid, Post®, Alpha-Bits®, LEGO®, Chuck E. Cheese's®, Teddy Grahams®, and public television viewers.

Educational Outreach Budget Range

Outreach budgets for *Arthur* have ranged from large (\$250K-\$500K) to very large (over \$500K).

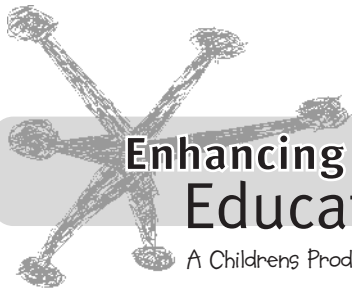
Educational Outreach "Producers"

WGBH's Educational Outreach staff creates and coordinates all elements of the educational outreach. (See complete list under Educational Outreach Elements.) The Interactive team at WGBH produces the *Arthur* Web site.

Partners

Below is a list of partners from the first eight seasons of *Arthur*. (See Outcomes section for specific partnership highlights.)

Association of Library Services for Children (ALSC); American Academy of Pediatrics (AAP); American Library Association (ALA); Children's Hospital Boston; American Council for the Blind (ACB); National Education Association (NEA); Boston Public Health Commission (BPHC); National Pediculosis Association (NPA); Massachusetts Association of School Nurses; National Braille



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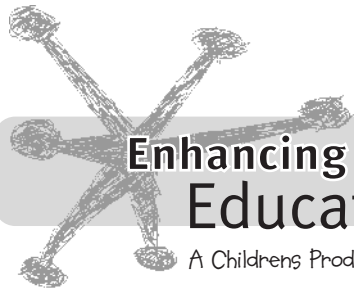
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Case Studies

Arthur (cont'd)

Association; National Institute on Out-of-School Time; Ready To Learn (RTL) coordinators at public television stations; Perkins School for the Blind; The Children's Museum of Boston; U.S. Environmental Protection Agency (EPA); U.S. Peace Corps; Women, Infants, and Children (WIC) Program.



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Case Studies: *Arthur*

Goals & Audience

Goals

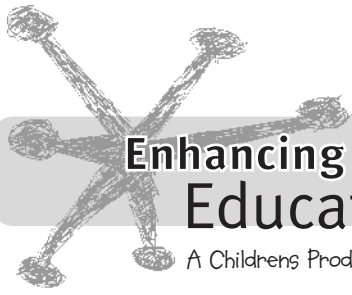
Specific goals for *Arthur* vary by season depending on the theme, yet the underlying educational outreach goals remain constant: to promote emergent literacy skills in children ages 4-8, including reading, writing, and speaking, and to get kids excited about books. This is achieved by disseminating a wide range of educational tools and resources to teachers, librarians, parents, and child care providers.

Target Audience

The target audiences are educators, parents, and other caregivers of young children, ages 4-8. (See the table under Educational Outreach Elements for a list of audiences by theme and season.)

Standards Addressed

Arthur outreach resources are based on formative and summative research completed in different seasons. This research examined how to best support emergent literacy in children. Findings showed that both parents and teachers want materials that provide concrete literacy development for children in which children can see their lives and struggles reflected, that are easy to navigate, and are visually friendly and accessible. *Arthur* resources are visually appealing and focus on concrete skill development like writing and reading, regardless of the theme or topic being covered. In addition, *Arthur* characters send strong, clear messages about the importance of diligence and practice to achieve success. Two examples are the programs about Buster and George's difficulty learning to read and D. W.'s struggle in learning to write her name so that she can get a library card.



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➤ Case Studies: *Arthur*

Educational Outreach Elements

As a long-running series, *Arthur* exemplifies a number of ways to build on and expand educational outreach over multiple seasons. Each season of *Arthur* has brought unique opportunities to provide innovative resources, expand to new audiences, cement relationships with past partners, and build new alliances. *Arthur's* outreach campaigns have used the familiarity and appeal of the program to address a variety of themes and topics, such as modeling how parents can talk to kids about issues like the ups and downs of friendship, school concerns, and sibling rivalry; helping teachers address accessibility, inclusion, and diversity issues; and supporting librarians in encouraging a love of reading in children. Below is a list of *Arthur's* rich and varied themes, audiences, and outreach elements.

Print

Season 1, Fall '96

Audiences: Second-grade teachers

Themes: Writing

Outreach Elements:

- *Story Writing with Arthur: A Teacher's Guide with Reading Comprehension and Writing Activities* – distributed 66,280
- Tune-in poster – distributed 70,000
- Pre-broadcast brochure – distributed 257,000

Season 2, Fall '97

Audiences: Preschool teachers, PBS stations, libraries, museums, schools, and community organizations

Themes: Preschool social development and emergent literacy, hosting *Arthur* events

Outreach Elements:

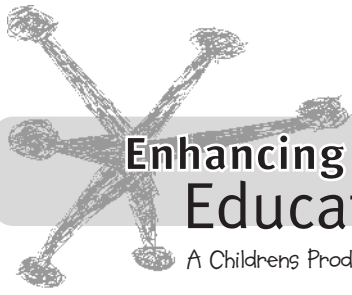
- *Play and Learn with Arthur: 100 Creative Activities for Children, Ages 3-6, Volume 1* – distributed 40,000
- *Create Your Own Amazing Arthur Event* – distributed 10,000
- Tune-in poster – distributed 35,300

Season 3, Fall '98

Audiences: First-grade and preschool teachers

Themes: Early literacy and preschool social development

Outreach Elements:



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Educational Outreach Elements (cont'd)

- *Learn to Read with Arthur: A Teacher's Guide for Beginning Readers* – distributed 105,200
- *Play and Learn with Arthur: Creative Activities for Children, Ages 3-6, Volume 2* – distributed 65,000
- Pre-broadcast brochure – distributed 200,000

Season 4, Fall '99

Audiences: Librarians

Themes: Attracting nontraditional audiences to libraries

Outreach Elements:

- *Arthur's Library Adventure: An Activity Guide for Librarians* – distributed 23,000
- Library poster – distributed 43,500

Season 5, Fall '00

Audiences: Parents

Themes: Parenting

Outreach Elements:

- Three family activity booklets (themes: sibling rivalry, friendship, school) – distributed 225,000 (60,000 each in English, 15,000 each in Spanish)

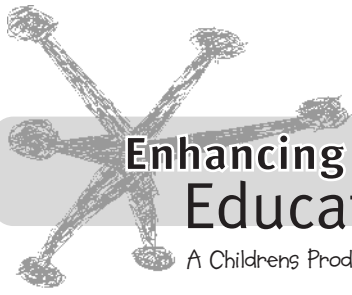
Season 6, Fall '01

Audiences: Parents, school nurses, after-school providers, and kindergarten teachers

Themes: Technology and health

Outreach Elements:

- *Welcome to the Web* family activity booklet – distributed 56,460 (46,355 in English, 10,105 in Spanish)
- *Hooray for Health!: A Health Curriculum for Children* – distributed 99,655
- *Hooray for Health!* brochure – distributed 60,000
- *All About Asthma* booklet – distributed 42,000 (EPA will print another 100,000 to 200,000 in the upcoming year)
- *Healthy Habits, Healthy Kids* booklet – distributed 599,000 (455,000 English, 144,000 Spanish; produced for the WIC program; funded by Libby's® Juicy Juice®)



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➤ Case Studies: *Arthur*

Educational Outreach Elements (cont'd)

Season 7, Fall '02

Audiences: Parents and first- and second-grade teachers

Themes: Post-September 11 concerns; communication, access, and inclusion

Outreach Elements:

- *Helping Our Children Feel Safe* family activity booklet – distributed 41,750 (33,750 in English, 8,000 in Spanish)
- *Arthur's Communication Adventure: Exploring Inclusion and Accessibility* – distributed 50,000

Season 8, Fall '03

Audiences: First- and second-grade teachers

Themes: World neighborhood and diversity

Outreach Elements:

- *Arthur's World Neighborhood: Building Global and Cultural Awareness* – distributed 50,500

Web/Interactive

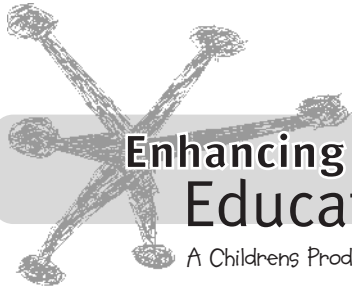
pbskids.org/arthur – The *Arthur* Web site is designed to support the goals and themes of the series and educational outreach. This is achieved through theme-specific “big-ticket” interactive features, along with the season’s teacher and/or parent resources. In addition, theme-based games and other features launch throughout the year.

For kids, the site currently boasts close to 40 interactive games and many printable activities, as well as full site areas for 26 *Arthur* characters. For educators, parents, and other adults, the site offers a host of *Arthur* guides and more than 160 offline activities for home and classroom use.

In 2003, the *Arthur* Web site averaged 2.5 million visits per month. The site is updated year-round to keep kids and adults coming back.

Person-to-Person Activities

Arthur's local outreach has been a launchpad for its national outreach campaigns; that is, a way to test outreach ideas and resources before they are presented to PBS stations nationwide, other partners, and target audiences. Each season, the person-to-person implementation of the outreach initiatives varies depending on theme and target audience. Ready To Learn coordinators are an essential part of national implementation initiatives. The outreach staff also



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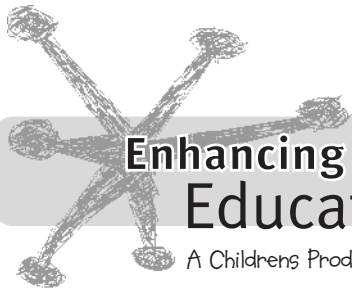


Case Studies: *Arthur*

Educational Outreach Elements (cont'd)

regularly brings *Arthur* to national conferences, offering workshops and distributing materials. These conferences include the International Reading Association, the National Association for the Education of Young Children (NAEYC), and the American Library Association (ALA).

The reach is extended through national partnerships and model sites. For example, the EPA has distributed *Arthur* asthma materials through its extensive national networks. For the library initiative in Season 4, the outreach staff chose 10 model library sites to pilot strategies to bring nontraditional audiences into libraries. Results of the project were disseminated to all public libraries through the partnership with the ALA.



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Outcomes

Two significant outcomes have been partnerships and audience reach. Through *Arthur's* many seasons, WGBH has successfully expanded the scope and content of its work with partners and kept *Arthur* fresh, fun, and useful to its many audiences.

Partnerships

American Library Association (ALA)

A strong, longtime partner of *Arthur*, the ALA had been interested in finding a "new take" on the popular children's book series by Marc Brown. By partnering with WGBH, it was able to connect libraries with local PBS stations to develop innovative outreach efforts to bring new patrons to the libraries. ALA was critical to the development and implementation of this project, in which 10 model sites created replicable program models.

The Boston Public Health Commission (BPHC)

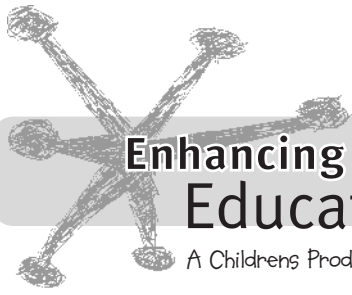
Along with Children's Hospital Boston, BPHC is a key partner in the development of an asthma campaign in Boston. The BPHC, as well as other public health commissions across the country, is particularly interested in projects that change the public's behavior and attitude regarding health issues. The BPHC has encouraged us to focus on helping low-income families recognize that they deserve a better quality of life and that they have the right to advocate for that, especially when health and housing are at issue. *Arthur's* asthma campaign will now include an advocacy component for families designed to give them the information and coaching they need to make informed choices and work toward a better quality of life.

Children's Hospital Boston

When WGBH and Children's Hospital first began discussing partnering opportunities, neither expected that the relationship would evolve to the point where Children's Hospital would provide \$150,000 to support workshops on asthma in children and a Boston-based media campaign on asthma. The model that grows out of these efforts will eventually be disseminated to PBS stations nationally.

U.S. Environmental Protection Agency (EPA)

EPA awarded *Arthur* the National Environmental Asthma Educator Award in 2002 for its "Buster's Breathless" episode. *Arthur's* popularity has helped educators and children learn about asthma. The accompanying *All About Asthma* booklet was so successful that EPA plans to reprint 100,000 to 200,000 copies to distribute across the country.



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➤ Case Studies: *Arthur*

Outcomes (cont'd)

National Education Association (NEA)

The NEA and WGBH collaboration has brought fresh, new teacher-tested resources to NEA's membership of 2.7 million educators. NEA's State Directors helped to distribute tens of thousands of *Arthur* resources, and *Arthur* materials have also been featured in several of NEA's Read Across America electronic and print publications and at the Read Across America booth at its national conference. This relationship has expanded across *Arthur* seasons and to other WGBH programs and educational outreach efforts.

National Pediculosis Association (NPA)

NPA was interested in reaching a broader audience with its message about lice as a health issue. *Arthur's Hooray for Health!* guide was an important vehicle for achieving this. The collaboration expanded as NPA helped shape workshops for school nurses that were piloted in the greater Boston area; these will soon be distributed to PBS stations nationwide. In addition, NPA provided print resources, LiceMeister[®] kits, and guest speakers.

Ready To Learn (RTL) Coordinators

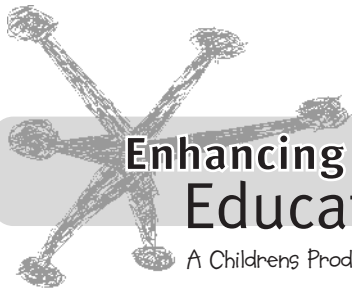
These public television station staff members provide resources and support to local community partners to help them promote emergent and media literacy, social, and academic skill development in young children. They are key partners in *Arthur* outreach efforts. RTL coordinators receive the full range of *Arthur* resources and outreach support for local efforts. *Arthur* is a popular locally funded grant program for many RTL stations.

U.S. Peace Corps

The World Wise Schools division of Peace Corps was instrumental in helping to shape the *Arthur's Neighborhood* outreach campaign and resources. WGBH hopes to draw on Peace Corps' long and distinguished history of training in cross-cultural understanding to develop an elementary version of its very popular middle and high school guide, *Building Bridges*.

Audience Reach

Arthur materials virtually fly off the shelf, as demonstrated by the quantities of publications distributed, many of which have gone through more than one printing (see Educational Outreach Elements). The *Arthur* series and the outreach are indeed reaching their intended audiences. Each year, more educators are using *Arthur* resources in the classroom. *Arthur* outreach materials allow teachers to use the *Arthur* show, activities, and trade books together or as stand-alone teaching resources. Teachers have rated the resources very high in increasing



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Case Studies: Arthur

Outcomes (cont'd)

interest in reading *Arthur* books and general interest in reading. Parents appreciate the friendly, informative, easy-to-use formats and information in the *Arthur* family activity books, and librarians report that *Arthur* has helped to bring kids to the library.

Below are some voices from *Arthur's* target audiences:

"It was a great topic. The kids this age are just starting to deal with these issues."

"It stimulates conversation on issues that you may not bother with, but that are important to your child."

– Parents commenting on the *Ups and Downs of Friendship* family activity book

"We felt that it was very age-appropriate. . . . We can easily divide classes if some activities are more appropriate for 3- or 5-year-olds."

"The activities had really good, creative, child-centered ideas."

– Preschool teachers who used *Play and Learn with Arthur*

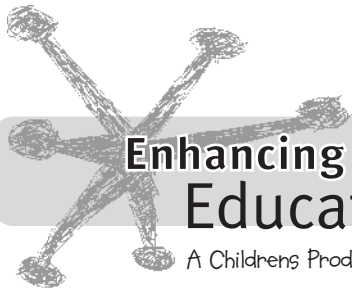
"What a great tool for teaching Arthur stories. Keep me informed of other teaching materials."

– Second-grade teacher who used *Story Writing with Arthur*

"Largest attendance some of our rural libraries have ever had. [Arthur's Library Adventure has] been a tremendous experience for all of us."

"The program really opened doors for us with our community partners and has led us to the decision to hire an outreach coordinator. Arthur allowed us to assess the enormous need for outreach in our community."

– Librarians from *Arthur's Library Adventure* model sites



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Case Studies: *Arthur*

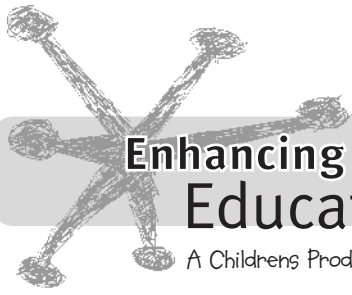
Challenges & Lessons Learned

Over its many seasons, *Arthur* has worked with a number of partners. In developing these relationships, the *Arthur* team has constantly challenged itself to be a better partner – to say, “Here’s what we think; what do you think?” Working with a wide range of partners, the team has learned to bring partners in early in the process and to build meaningful, reciprocal relationships.

It can be difficult to maintain communication and relationships with multiple target audiences, especially given shrinking resources. To address this challenge, the *Arthur* team has chosen one or two target audiences each season and kept its efforts focused. The long-term impact is cumulative.

Teachers face many challenges in the classroom, including teaching to meet standards, ensuring that children test well on standardized tests, and keeping students engaged – all within a limited timeframe. Our challenge has been to create materials that are doable in the small windows of time teachers have available. This has meant creating materials that complement and support the curriculum and the standards, while engaging and motivating students and providing the content they need to know.

The *Arthur* team learned early on that *Arthur*’s popularity means that resources are in constant demand. Each season, we’ve received so many requests for materials, from both current and past seasons, that we began to make all *Arthur* materials as evergreen as possible. This makes the materials useful beyond their normal shelf life. All eight seasons of *Arthur* resources are still being distributed.



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Case Studies

Cyberchase

Producer

Thirteen/WNET New York and Nelvana

Series Description

Cyberchase is the math-mystery adventure cartoon series on PBS Kids that engages kids in the fun and challenge of mathematics. In each episode, young heroes Jackie, Matt, Inez, and their wisecracking cyber-bird friend Digit use math and problem-solving skills to thwart the dastardly villain, Hacker, and his bumbling henchmen Buzz and Delete in their mad quest to take over the cyberworld. The heroes' only weapon: BRAIN POWER! This award-winning PBS series delights kids with eye-popping action and humor. Each program ends with a catchy live-action segment, "*Cyberchase* for Real," which explores the show's topic in the real world. Two charismatic young hosts apply the math content featured in the animated episodes as they face everyday situations.

Currently in its third season, *Cyberchase* offers 40 episodes. New episodes premiered May 3 to 7, 2004, with more new episodes coming the fall.

Funders (and resulting constraints)

National Science Foundation (NSF), PBS and the Corporation for Public Broadcasting (CPB), Intel Foundation, The Kettering Family Foundation, The Volckhausen Family, Jif Peanut Butter, and Intel Corporation

Educational Outreach Budget Range

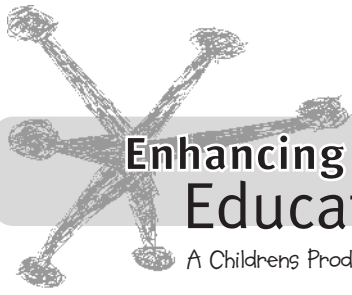
Large (\$250K-\$500K)

Educational Outreach "Producers"

Thirteen/WNET *Cyberchase* staff created all the educational outreach elements.

Outreach Partners

Outreach brings *Cyberchase* to grassroots settings. Outreach is working with three national partners: American Library Association (ALA), Girls Inc., and TERC/ASTC. (See Outcomes for partnership highlights.)



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➤ Case Studies: *Cyberchase*

Goals & Audience

Goals

Cyberchase is designed to help millions of children around the world develop and sustain enthusiasm for mathematics and increase their knowledge and skills. The project's overall goals are the following:

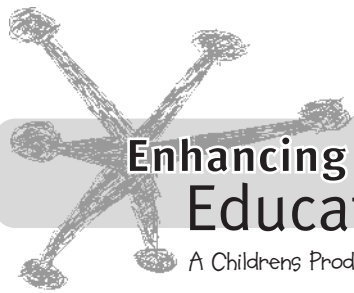
- To encourage children to develop a "can-do" attitude toward math
- To motivate children to approach mathematics with enthusiasm, confidence, and competence
- To help increase children's math knowledge and skills and involve them in reasoning and problem solving
- To extend the value and impact of *Cyberchase* in homes, classrooms, libraries, and after-school programs, with a special emphasis on reaching girls, minorities, and underserved children, particularly those without access to technology
- To present *Cyberchase* at prominent math, science, and technology conferences/events
- To facilitate outreach grant opportunities, workshop trainings, and development as well as the use of print and online educational resources and activities with partner organizations

Target Audience

The target audience is 6- to 11-year-olds.

Standards Addressed

Cyberchase now has print materials and activities spanning 52 mathematics topics. Each episode is an adventure driven by a different mathematics topic. Although not curricula themselves, the topics chosen are guided by the standards of the National Council of Teachers of Mathematics (NCTM) and span the core mathematics curriculum for school-age children. These topics and concepts are valuable adjuncts to the classroom experience. Some of the concepts included are area, fractions and place value, skills such as estimation and recognizing patterns, and problem-solving strategies such as simplifying difficult problems. Topics are carefully selected for their importance to children's learning and for their suitability to storytelling on television.



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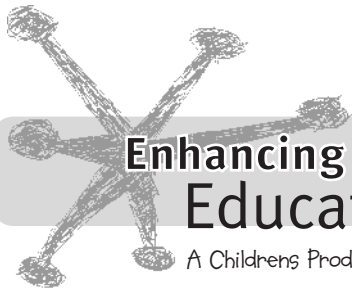
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➤ *Case Studies: Cyberchase*

Goals & Audience (cont'd)

When presenting mathematics on television, clarity is essential. *Cyberchase* focuses on one “big idea” in each program, such as “You can use a line graph to tell a story about how things change and to make predictions.” Big ideas are chosen after research and discussion to ensure that they are mathematically significant and age-appropriate and address learning problems that children have with mathematics concepts.

For more information on the NCTM Standards, call 703-620-9840 or go to www.nctm.org.



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➤ Case Studies: *Cyberchase*

Educational Outreach Elements

Print

Print materials, some available in both English and Spanish, are created to support outreach activities for children, families, teachers, and after-school providers. Materials are distributed to PBS stations, partner organizations, libraries, after-school and community-based programs, schools, conferences, and requests via e-mail. Since quantities are limited, requests are handled on a first-come, first-served basis. Some materials are now available online at pbskids.org/cyberchase/parentsteachers.

- ***Cyberchase* Toolkit**

The outreach toolkit is a compilation of introductory resources and promotional materials for outreach sites and PBS stations.

- ***Cyberchase* Magazine**

The extraordinary popularity of the first edition of the *Cyberchase* magazine led to the production of a second edition. The full-color magazine gives young readers the opportunity to explore math in games, puzzles, mystery stories, and magic tricks that feature *Cyberchase* characters and situations. The magazine's main purpose is to support *Cyberchase*'s outreach efforts in after-school programs, schools, and workshops by getting youngsters excited about *Cyberchase* math and *Cyberchase* characters.

- **Teacher's Guide**

With two editions now available, the teacher's guide extends *Cyberchase* into the classroom, helping spark the interest of students while connecting with NCTM Standards. The guide includes background information for teachers as well as hands-on activities designed to be photocopied and handed out to students. Responses from teachers, after-school educators, and students have been positive. More than 90 percent of respondents said the lessons stimulated children's interest in math. The first edition of the teacher's guide is available on the *Cyberchase* Parent/Teacher Web site at pbskids.org/cyberchase/parentsteachers.

- ***Cyberchase* at Home and *Cyberchase* en Casa Activities**

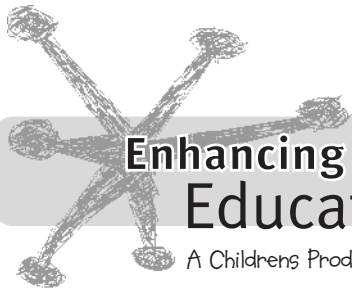
Available in English and Spanish, these activity cards provide parents with activity ideas to use with their children in a variety of settings. Included are math games that can be played in locations such as libraries, banks, and supermarkets. The activity cards are available on the *Cyberchase* Parent/Teacher Web site at pbskids.org/Cyberchase/parentsteachers.

- **All-Spanish *Cyberchase* Magazine**

A Spanish-language edition of the *Cyberchase* magazine will be published soon.

- **Weekly Reader**

Cyberchase will continue its relationship with *Weekly Reader*, the nation's largest publisher of



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➤ Case Studies: *Cyberchase*

Educational Outreach Elements (cont'd)

classroom periodicals, by featuring eight columns over the year in *Weekly Reader's* fourth-grade edition. These columns will reach 35,000 teachers and 800,000 children.

- **Poster**

Forty thousand *Cyberchase* posters were printed and distributed to stations, partner organizations, and schools nationwide. Ten thousand special-edition American Library Association (ALA) posters were also created.

- **Workshops**

Six workshops, each based on a *Cyberchase* episode, combined lesson plans, hands-on activities, game play, and videocassettes to motivate kids to solve math problems and gain new skills. These workshops were distributed to PBS stations, after-school and educational organizations, and *Cyberchase* partners. Three new workshops are planned for the spring and fall.

- **NTTI Lesson Plans**

The National Teacher Training Institute (NTTI) *Cyberchase* lesson plans were written by master teachers and developed by Thirteen/WNET.

Outreach Materials Distribution

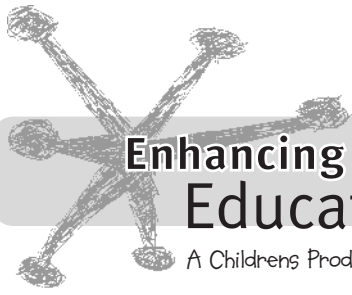
The following were distributed to PBS stations, educators, after-school programs, and libraries:

Season 2 Materials/Distribution:

- Posters (ALA special edition) – 10,000
- Posters (second edition) – 40,000 more in production
- Teacher's guide (second edition) – 15,000
- *Cyberchase* magazine for kids (first edition) – 50,000
- *Cyberchase* magazine for kids (second edition) – 25,000 in production
- *Cyberchase at Home* (English) – 15,000 sets
- *Cyberchase en Casa* (Spanish) – 5,000 sets
- Workshops-in-a-Box (six total) – 500 each of #1-3 produced, 100 each of #4-6 to be produced
- *Weekly Reader* – seven columns in fourth-grade edition
- Toolkit – 1,300

Season 3 Proposed Materials/Distribution (subject to change):

- *Cyberchase* magazine for kids (second edition, English) – 25,000 copies
- *Cyberchase* magazine for kids (Spanish) – 25,000
- *Cyberchase at Home* (English) – 10,000 sets



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A Children's Producer's Guide

➤ Case Studies: *Cyberchase*

Educational Outreach Elements (cont'd)

- *Cyberchase en Casa* (Spanish) – 5,000 sets
- Toolkit – 500
- Workshop activity kits – quantity to be determined
- *Weekly Reader* – eight columns in fourth-grade edition
- NTTI lesson plans – 2,000

Promotion and Products

- Carl's Jr./Hardee's is launching a yearlong *Cyberchase* promotion in 3,000 outlets nationwide.
- *Cyberchase* videos are available at PBS Home Video at 800-344-3337 or www.shopPBS.com/teachers. Episodes are grouped by NCTM Standards.
- *Cyberchase* chapter book, *The Search for the Power Orb*, by Adam Rudman (Scholastic Inc., 2003)
- Two *Cyberchase* CD-ROM titles: *Carnival Chaos* and *Castleblanca Quest* (Riverdeep Interactive Learning Limited & Brighter Child Interactive, LLC, 2003)
- Multiple *Cyberchase* coloring and activity books (Paradise Press, Inc., 2003)

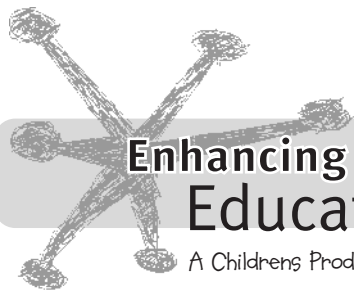
Web/Interactive

The *Cyberchase* Web site pbskids.org/cyberchase has experienced record-breaking online numbers, with more than 450 million page views to date. The site is one of the top PBS Kids Web sites and received Yahoo's "One of 5 Coolest Sites" award. Online, kids can play multilevel interactive games, solve puzzles, download free stuff, send e-cards, sneak a peek at upcoming shows, meet the characters, watch the live-action "*Cyberchase* for Real" segments in streaming video, and experience virtual adventures. Original "Webisodes" offer comic stories embedded with interactive math challenges.

A brand-new parents' and teachers' site recently launched at pbskids.org/cyberchase/parentsteachers. The site provides lesson plans and activities based on the mathematics focus of each episode, as well as an introduction to the *Cyberchase* series. A content matrix gives an at-a-glance view of the math content standards covered in the first 26 programs. *Cyberchase* Online also features family activities.

Person-to-Person Activities

Fifteen libraries affiliated with the American Library Association and 10 after-school programs were selected to serve as outreach sites for *Cyberchase*. Each program agreed to conduct a minimum of four *Cyberchase* workshops for parents and children ages 8-11. A "math area" was



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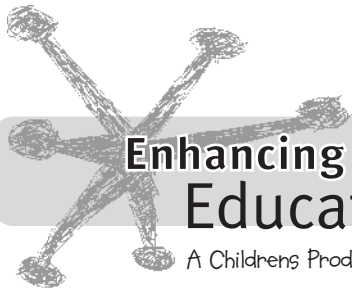
A Children's Producer's Guide

➤ Case Studies: *Cyberchase*

Educational Outreach Elements (cont'd)

designated with sufficient space for a work area, the display of math-related books and materials, a TV/VCR to play *Cyberchase* episodes, and a computer with an Internet connection to access *Cyberchase* Online activities. *Cyberchase* and the parent workshops were promoted in local communities via newsletters, flyers, Web sites, advisory boards, and meetings with local schools and organizations, especially in underserved and Spanish-speaking communities. *Cyberchase* materials were also distributed to children and families. *Cyberchase* provided sites with workshop materials and a complete set of *Cyberchase* resources, including the outreach toolkit, *Cyberchase* magazine, teacher's guide, *At Home* kits in both English and Spanish, posters, postcards, other promotional materials, and manipulatives.

As part of a new partnership, *Cyberchase* conducted training at three regional Girls Inc. conferences in the fall of 2003. *Cyberchase* also attended various trade and educational conferences and events relevant to the series, including American Library Association (ALA), National Council for Supervisors of Mathematics (NCSM), National Council for Teachers of Mathematics (NCTM), the PBS Ready To Learn (RTL) Seminar, Children's Day at South Street Seaport, New York is Book Country, and PBS Kids Day on Capitol Hill. More of these events will be attended throughout 2004 and a museum event with the Academy of Natural Sciences already occurred in Philadelphia in April.



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Outcomes

Partner Grant Highlights

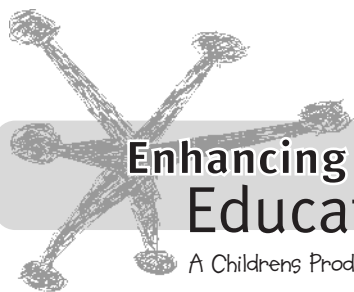
- PBS/Ready To Learn Stations (27 station pilot grant sites)
- American Library Association (15 library grant sites)
- After-school programs (five local outreach sites; 10 national grant sites)

In Season 1, 27 PBS stations served as *Cyberchase* pilot outreach demonstration sites. Each station agreed to conduct a minimum of four *Cyberchase* workshops with at least one in partnership with a local library. In Season 2, grants were awarded to 15 libraries in cooperation with the American Library Association (ALA) and to 10 national after-school programs. In addition, teachers and caregivers at five after-school organizations in New York City offering summer programs were trained and given materials. Grantees were required to facilitate family workshops in their libraries and programs in collaboration with local PBS stations where applicable. The workshops focused on families in low-income areas who don't always have access to technology and to families who speak English as a second language.

Partnerships

ALA/*Cyberchase* – The ALA/*Cyberchase* partnership first focused on raising awareness. Twenty-seven PBS stations held nearly 200 workshops in sites ranging from libraries to housing projects, reaching an estimated 42,000 children. During the next season, *Cyberchase* strengthened the ALA partnership by co-sponsoring 60 *Cyberchase* workshops at 15 libraries across the country. During the third season, 15 libraries nationwide were awarded *Cyberchase* grants to initiate programs.

Girls Inc. – A national nonprofit youth organization “dedicated to inspiring all girls to be strong, smart and bold,” Girls Inc. provides vital educational programs to millions of American girls, particularly those in high-risk, underserved areas. As part of this new partnership, *Cyberchase* conducted training at three regional conferences in the fall of 2003, having a direct impact on 36 chapters across the nation, which collectively meet the needs of more than 1,500 girls. Attendees explored ways to incorporate *Cyberchase*'s fresh approach to math with their Operation SMART (Science, Math and Relevant Technology) activities by being introduced to the TV series, activities and Web site, and by receiving instruction on how to conduct math workshops utilizing free *Cyberchase* resources. Planning is under way to launch the program on the national level.



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Outcomes (cont'd)

Math Momentum – Math Momentum in Science Centers will also partner with *Cyberchase*. Working with TERC/ASTC, this group of leading science and children's museums has agreed to develop an exhibit or program that combines science and mathematics. The program will highlight problem-solving strategies found in science. *Cyberchase*, with its "math-is-everywhere" philosophy, offers a much-needed bridge for those science centers.

Cyberchase staff will meet with group members at ASTC's annual conference to find out how *Cyberchase* can best contribute to science centers. Three to five sites will be recruited to make *Cyberchase* a component of their Math Momentum project. *Cyberchase* will provide museums with hands-on workshops based on episodes with strong science-math connections, banners, and other display materials.

PBS Ready To Learn (RTL) – RTL has also embraced the series as a wonderful way to conduct local outreach with school-age children. Boys & Girls Clubs, the Girl Scouts, 4-H Clubs, TODOS-Mathematics for All (which focuses on minorities, especially Spanish-speaking families), the Afterschool Alliance, Equals Family Math, and other groups have also distributed *Cyberchase* resources, partnered to host events, and incorporated *Cyberchase* into their ongoing activities.

The Weekly Reader runs a monthly *Cyberchase* column in its fourth-grade edition, reaching 35,000 teachers and 800,000 children eight times a year.

Outreach Promotional Conferences Events Highlights

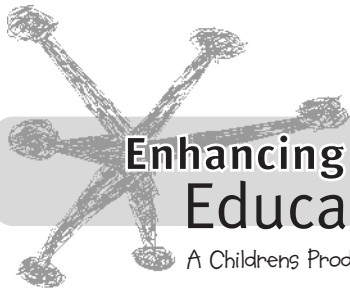
Appearances at educational and outreach conferences enable *Cyberchase* to build awareness, distribute resources, train and directly engage math teachers, supervisors, and after-school leaders.

- **PBS Ready To Learn Seminar**

Approximately 300 representatives from PBS stations attend this annual conference. In addition to a training session, *Cyberchase* distributes information and materials at its booth, where attendees can have their photo taken with the Digit walkabout character.

- **National Council of Supervisors of Mathematics (NCSM)**

In 2003, 1,800 supervisors at the national, state, and local levels received *Cyberchase* master informational materials to distribute in their respective school districts. To further enhance knowledge of *Cyberchase*, a presentation will be made at the 2004 NCSM Conference.



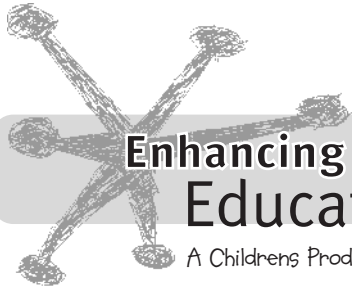
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Outcomes (cont'd)

- **National Council of Teachers of Mathematics (NCTM)**
In 2003, information and materials were made available at the *Cyberchase* booth to the 20,000 teachers of mathematics in attendance. In addition to booth presence, a formal presentation will be made at one of the 2004 NCTM Conference general sessions.
- **American Library Association (ALA) Conference**
In 2003, *Cyberchase* exhibited at ALA's annual conference, which was attended by more than 12,000 librarians. Approximately 2,000 *Cyberchase* materials were distributed. Requests for Proposals (RFPs) for the library grant initiative were also made available.
- **Girls Inc.**
Cyberchase conducted training at three regional conferences in the fall of 2003. A formal announcement of the partnership will be made at the Girls Inc. Biennial Conference, with additional training taking place at three 2004 regional conferences.
- **National Teacher Training Institute (NTTI)**
This Thirteen professional development program has trained 150,000 teachers to effectively use video and the Internet in their classrooms. In 2003-04, with funding from The Picower Foundation, NTTI held four institutes in the New York area focusing on *Cyberchase*. If funding permits, NTTI will expand this initiative to five additional markets, training a minimum of 500 teachers to integrate *Cyberchase* resources. Locally recruited master teachers will lead each daylong institute. Participants will go on to train peers in their schools or districts, expanding *Cyberchase's* reach to thousands of students.
- **Children's Day at South Street Seaport**
Despite the rain, an estimated 12,000 people attended the 11th annual event in 2003, held in conjunction with South Street Seaport and the Downtown River to River Festival. (More than 30,000 attended in 2002.) Located in the Pier 17 Atrium, *Cyberchase* Central attracted between 2,000 and 3,000 kids with fun activities, educational materials, photo opportunities with the Digit walkabout character, and a stage show with Digit and live characters Harry and Bianca.
- **New York is Book Country**
In addition to a stage show featuring Harry, Bianca, and Digit, *Cyberchase* continues to have a booth presence at this street book fair, which has an estimated 250,000 attendees. Guests receive *Cyberchase* giveaways and have the opportunity to meet their favorite character.



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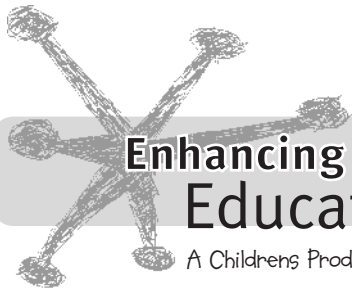
➤ Case Studies: *Cyberchase*

Challenges & Lessons Learned

There were a finite number of *Cyberchase* educational outreach materials available for distribution to stations, partner organizations, and others. This led to the rationing of materials to ensure that supplies lasted through the end of the last season and for the upcoming season. Creating materials that are reproducible or making more materials available online in a PDF format continues to be a helpful solution, but many partners and audiences prefer professionally printed resources.

Tracking the use and distribution of materials through *Cyberchase* outreach activities is imperative in planning for future seasons.

The *Cyberchase* audience has increased dramatically; the *Cyberchase* Web site has experience record-breaking online numbers; and the Parent/Teacher Web site has been richly enhanced. All of these factors pose exciting educational outreach opportunities. The primary goal is to serve and build the target audience. As we move forward with the project, the challenge is to reach out to even more kids, parents, teachers, and after-school providers, and to find new ways to reach them.



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Case Studies

Mister Rogers' Neighborhood

Producer

Family Communications, Inc.

Series Description

Mister Rogers' Neighborhood is the longest running children's program on PBS – one that is beloved by children, parents, and educators. As much today as when it began, Fred Rogers' unique approaches to learning and development have been revolutionary in the television industry and are now more important than ever for children.

With his caring and trusting ways, Mister Rogers has created a daily half-hour "television visit" with his young viewers, providing a calm, safe place for children to learn about themselves, others, and the world around them. As creator and writer, Fred Rogers has based his television series on child-development principles from his own studies and his work with consultants, ensuring that this carefully structured program can help children develop the skills they will need for learning, such as self-esteem, the ability to deal with their feelings, self-control, imagination, creativity, curiosity about the world, appreciation of diversity, cooperation, tolerance for waiting, persistence, and structure.

Funders (and resulting constraints)

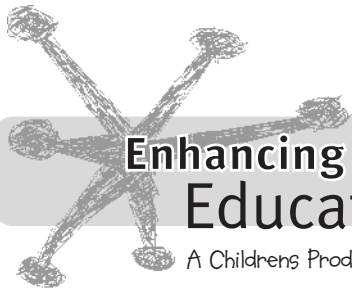
Funders over the years have included The Sears-Roebuck Foundation, Johnson & Johnson, The Grable Foundation, The Dyson Foundation, Alcoa Foundation, A. L. Mailman Foundation, Corporation for Public Broadcasting (CPB), and public television viewers.

Educational Outreach Budget Range

Small (up to \$50K) to medium (\$50K-\$250K), depending on the season

Educational Outreach "Producers"

The staff at Family Communications, Inc., creates and coordinates all elements of the educational outreach, consulting with national and local early childhood professionals. The staff also works with Web developers to produce the Web sites www.fci.org and pbskids.org/rogers/.



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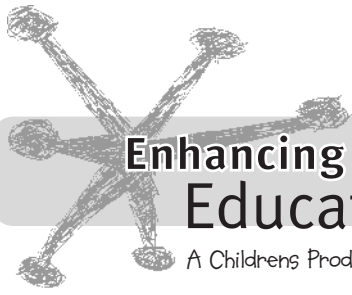
Case Studies

Mister Rogers' Neighborhood (cont'd)

Partners

Over the years, *Mister Rogers' Neighborhood* has built a network of partners for various outreach projects, among them:

National Association for the Education of Young Children (NAEYC), Association of Children's Museums (ACM), The Pittsburgh Children's Museum, Boston's Child Witness to Violence Project (CWVP), Yale Child Study Center, American Academy of Pediatrics (AAP), American Cancer Society (ACS), Pennsylvania Department of Education, Carnegie Mellon University, University of Pittsburgh, Carnegie Science Center, National Head Start Association (NHSA), PNC Financial Services, and local public television stations nationwide



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Case Studies: *Mister Rogers' Neighborhood*

Goals & Audience

Goals

The goal of *Mister Rogers' Neighborhood* educational outreach is to provide support materials, activities, and workshops that are consistent with the child-development philosophy in the television series and consequently with the needs of young children, their families, and the people who work with them.

Because the program's audience of viewers is basically preschoolers, the aim is to offer outreach that helps children with the tools of education, such as self-esteem, curiosity, creativity, imagination, persistence, the ability to handle mistakes, cooperation, self-control, appreciation of the arts, and the ability to deal with feelings and to handle rules and limits.

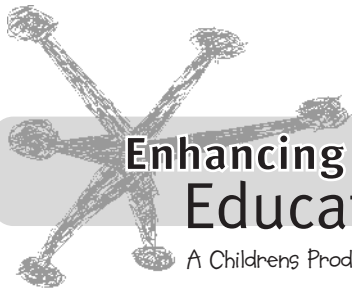
Through outreach, *Mister Rogers' Neighborhood* also aims to help adults (family members as well as professionals who work with children and families) appreciate these important aspects of learning and support the healthy emotional, social, and cognitive development of the children in their homes or in their child care setting.

Target Audience

The target audience is 2- to 6-year-olds.

Standards Addressed

Mister Rogers' Neighborhood and its outreach efforts are built on developmentally appropriate practice and the standard for early childhood educators developed by the National Association for the Education of Young Children (NAEYC). Child development is at the very core of the *Neighborhood* series, having been created and written by Fred Rogers, whose background included lifelong studies in child development.



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Educational Outreach Elements

Family Communications, Inc., has developed a number of outreach efforts in a wide variety of media:

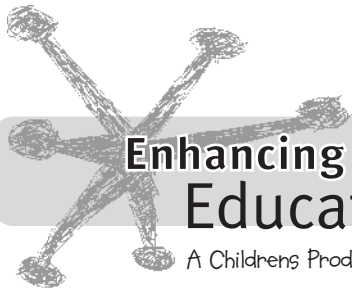
Print

Mister Rogers' Plan & Play Book – With more than 400 pages of clearly written and illustrated easy-to-do activities, this activity book was developed to complement the 700-plus *Mister Rogers' Neighborhood* episodes. Full of creative ideas for children's play and discussion, the book includes descriptions of each television program along with easy-to-understand child-development explanations of each week's themes. Child care providers, preschool teachers, early childhood educators, and parents are using these meaningful activities to enhance learning through play.

Poster/Postcards – One popular *Neighborhood* poster (subsequently made into a picture postcard used for outreach by PBS stations) is a photo of Mister Rogers on the set, with the message, "You make each day special by just your being you." A more recent postcard features Mister Rogers, the familiar Neighborhood Trolley, and many Neighborhood of Make-Believe puppet characters along with the message, "We're glad to be your neighbors." We also have postcards with pictures of the regular cast members, who autograph them at appearances.

Brochures – *A Door to Learning Readiness* brochure discusses the many ways that *Mister Rogers' Neighborhood* contributes to early learning skills and competency and what parents and educators can do to expand young children's learning even further. A recent brochure, *What Makes Mister Rogers' Neighborhood Unique?*, offers an easy-to-understand guide to the child-development and educational principles behind the program, as well as viewing tips for parents and caregivers. A series of *12 Family Cares* brochures in English and Spanish centers around topics often addressed on the television program that concern parents of young children: helping your child be a better learner, bedtime, helping children with their angry feelings, sharing, rules, mealtime, toilet accidents, new baby, divorce, moving, adjusting to child care, and dealing with fears.

Newsletter – *Around the Neighborhood* began as a free quarterly newsletter for child care providers, with child-development background information about program themes, a broadcast calendar, a photo poster with a theme-related message, information to share with parents, activities, and a booklist related to the newsletter's key theme(s). Sixty thousand copies of each issue were sent to Ready To Learn (RTL) coordinators at public television stations around the



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Educational Outreach Elements (cont'd)

country to distribute to child care providers and parents. This newsletter is offered by online subscription at www.fci.org/newsletter, so it reaches an even wider audience. In recent months, more than 5,000 visitors have come to the site.

Videos

There are several *Mister Rogers' Neighborhood* programs that deal with specific child care issues: helping children with their angry feelings, dealing with the ups and downs of friendships, caring for the environment, managing separation fears when starting school, handling the experience of going to the doctor, and distinguishing between reality and fantasy. These videos are packaged with guides that include easy-to-understand child-development information about the theme, plus suggested follow-up activities.

Web

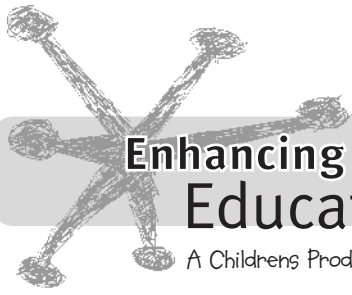
Family Communications has worked with Web developers to create two Web sites, pbs.org/rogers and fci.org. The company Web site is primarily for adults, while the PBS Kids site is primarily for children, though it does include information for parents and teachers.

Both Web sites provide comprehensive information about the program, weekly theme-based child-development messages, photographs, booklists, and other support materials. The Family Communications Web site has the national broadcast schedule, program descriptions, a list of related children's books, tips to help parents explore program themes with their children, related articles and resources, and outreach information and resources for early childhood educators and other professionals.

Recently, an electronic newsletter was added at www.fci.org/newsletter. This newsletter provides information about upcoming program highlights, child development, activities and children's booklists, and other Family Communications projects and resources.

Another electronic newsletter supports child care providers who participated in the workshop "What Do You Do with the Mad That You Feel?: Helping Children Deal with Their Angry Feelings." This newsletter extends and expands upon workshop messages, offering in-depth articles, activity ideas, and highlights from *Mister Rogers' Neighborhood* that pertain to helping children with their angry feelings and developing self-control. The newsletter is available at www.fci.org/madfeelings.

The PBS Kids site offers interactive educational activities based on the *Mister Rogers* series.



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Educational Outreach Elements (cont'd)

It also provides ideas for meaningful offline activities.

The Mister Rogers' Sweater Drive

Fred Rogers' cardigan sweater has come to represent the gentle spirit, warmth, and nurturing of the Neighborhood. Over the years, dozens of stations have created their own *Mister Rogers' Neighborhood* Sweater Drives, ranging from small collections in community centers to statewide campaigns. To celebrate the 30th anniversary of *Mister Rogers' Neighborhood* on PBS, Family Communications encouraged public television stations nationwide to undertake a Mister Rogers' Sweater Drive. The Sweater Drive is a great opportunity for stations to inspire the "good feelings" that come from their being good neighbors in their community.

Person-to-Person Activities

Family Communications has developed popular and successful workshops that extend the value of *Mister Rogers' Neighborhood* by helping early childhood professionals gain insight into the needs of children and learn strategies that promote children's healthy emotional, social, and cognitive development. Applauded by public television station Ready To Learn coordinators and other early childhood trainers, these interactive workshops focus primarily on relationships with children.

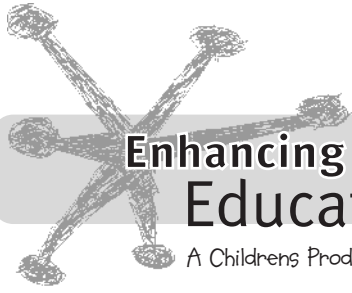
Through a federal grant, Family Communications offered anger-management workshops and free resource materials to trainers in Pennsylvania, California, Mississippi, Iowa, Ohio, New York, and Maryland.

We are currently exploring ways that new technologies, particularly DVD and CD-ROM, can be integrated into training and support materials in meaningful and effective ways.

The workshop included:

Extending the Neighborhood to Child Care – This workshop gives child care providers an appreciation for the child-development content in *Mister Rogers' Neighborhood*, along with activity and discussion ideas to use with children.

What Do You Do with the Mad That You Feel?: Helping Young Children Deal with Their Angry Feelings – This workshop offers insight into children's anger, their developing self-control, and ways to intervene when they've lost control. Family Communications has also developed children's books, videos, posters, and parenting pamphlets that support this workshop.



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Case Studies: Mister Rogers' Neighborhood

Educational Outreach Elements (cont'd)

Challenging Behaviors: Where Do We Begin? – Based on comments from early childhood professionals, Family Communications produced a subsequent workshop dealing with children whose anger and lack of self-regulation are even more difficult to handle. This follow-up workshop has been piloted to much acclaim and will be available in the very near future.

From Lullabies to Literacy: The Importance of Relationships – This workshop is about the role of nurturing relationships in encouraging language through lullabies and lap songs, reading and the appreciation of books, and writing.

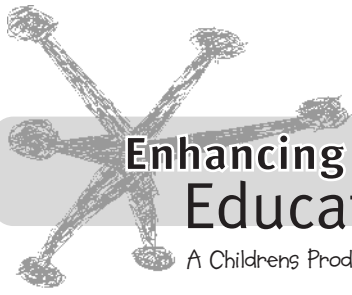
Encouraging Curiosity: Why? Why? Why? – This workshop is currently under development.

National Outreach Initiative

Mister Rogers' Neighborhood schedules its "What Do You Do with the Mad That You Feel?" week during the National YWCA Week Without Violence. YWCA staff are encouraged to offer the Mad Feelings training workshop to parents and child care providers. Comments on this effort include the following:

"This material is a valuable resource in the YWCA's work with children. It gives strong support to our long history of providing quality child care and our commitment to eliminate violence."

—Dr. Prema Mathai-Davis, CEO, YWCA of the USA



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➤ Case Studies: Mister Rogers' Neighborhood

Outcomes

A Sampling of Responses to Mister Rogers' Neighborhood:

"Over the past 33 years I have taught child-development classes at the University. . . . One of my interests has been the impact of television on young children. I believe that Mister Rogers' Neighborhood is the best program for developing pro-social behavior in young children. This show is timeless in its teaching, and all young children should have the opportunity to view this show for years to come."

—Newark, Del.

"I use many of the things you taught, in my life from how I am with my children to how I deal with those who work around me."

—Pueblo, Colo.

"Your example inspires me to be a better mother and a better person overall."

—Cincinnati, Ohio

"I hope we can all use [Mister Rogers] as our inspiration when we teach. Rogers said a teacher should help children 'to be better than they might be, to be kind, to be open, and to use their imagination.' He also said: 'It's a privilege to be trusted by children. And I don't take it lightly.' This last quote should be engraved 10 feet tall in front of every school."

—A teacher in Berkeley Springs, W. Va.

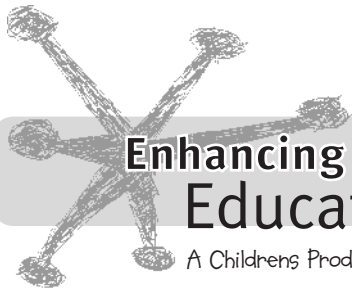
Distribution of Print Materials

To date, more than 100,000 copies of *Mister Rogers' Plan & Play Book* have been distributed nationally.

Newsletter

Sixty thousand copies of each issue of *Around the Neighborhood* were sent to Ready To Learn coordinators at public television stations around the country to distribute to child care providers and parents. The newsletter is also now online for Ready To Learn coordinators to forward to providers and parents on their distribution lists. We understand that, because it is now so readily available to anyone, the newsletter is much more widely read in this electronic format.

Over the years, we've received enthusiastic feedback about our newsletter. Child care providers have been known to call their Ready To Learn coordinators to ask about an issue if they haven't



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Case Studies: Mister Rogers' Neighborhood

Outcomes (cont'd)

received it on the expected date. We've had positive feedback in the mail as well. A family child care provider in Chapel Hill, N.C., writes:

"I wanted you to know how useful I am finding your newsletter and how much I love integrating Mister Rogers' Neighborhood into my curriculum! Of course, the show is the kindest and most genuine children's show available and sparks wonderful discussions and activities among my children. Your newsletter helps me to plan for upcoming topics rather than scrambling around after watching the show to find materials. . . ."

Brochures

Of the 12 different *Family Cares* brochures distributed to date, the "What Do You Do with the Mad That You Feel?" brochure is the most widely used. First printed in 1998, there are 440,000 copies in English and 285,000 in Spanish. For the other 11 brochures, we printed a total of 700,000 in English and 285,000 in Spanish.

The Mister Rogers' Sweater Drive

To date, we estimate that a couple million sweaters have been donated and distributed nationally. To support stations' efforts, Mister Rogers developed the Sweater Drive Kit, which includes station-tested activity ideas, helpful hints, and a sample press release.

Here are some comments from stations about the success of this outreach:

"The Sweater Drive is a great way to position our station as a caring and contributing institution based on the trademark of Fred Rogers' sweater. You might say that this is co-branding at its finest."

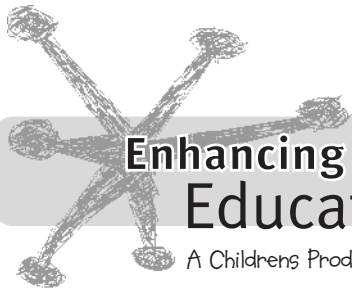
—KRMA/Denver, Colo.

"This is certainly a win-win situation for everyone — the people who need sweaters benefit, the public has an opportunity to share, and we not only 'look good,' but 'feel good' about our place in the community."

—WBRA/Roanoke, Va.

Workshops

Here are some comments from workshop participants about helping children deal with their angry feelings:



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Outcomes (cont'd)

"From the opening comments of Mister Rogers to the final discussion of how to handle angry children, it was a wonderful, open exchange where I acted mostly as a facilitator, having the group discuss and debate topics as they arose. It was a very energizing experience. . . . Thank you for providing such wonderful materials that really do address important issues in the arena of childhood development."

—WFSU/Tallahassee, Fla.

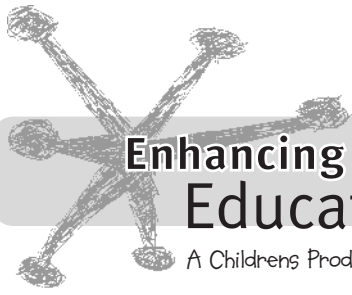
"Family Communications has provided quality programs for children and families for many years. My own children and I watched hours and hours together, and it gave us wonderful ideas to talk about. Now, as a childhood educator, I am concerned with finding programs that will give child care providers the information and materials they need to help children learn and grow. The workshops from Family Communications offer child care providers outstanding training that enable them to help children deal with some of the most critical issues they face as young children."

—Dr. Geralyn Jacobs, President of the South Dakota Association
for the Education of Young Children

"These child care and early childhood education program training workshops developed by Family Communications are of the highest quality and address critical topics for our time. The depth of their knowledge, awareness of the latest research, and masterful delivery of this information to a 'lay' audience make these trainings among the most effective I've seen."

"Helping children learn to channel anger into productive and nonviolent responses is a critical task for the entire country. Supporting those who work with children whose witness of violence may lead them to see violence as an appropriate response to conflict is no less crucial for a population under great stress."

—Elena Cohen, Director of Programs, Educational Services, Inc., Washington, D.C.



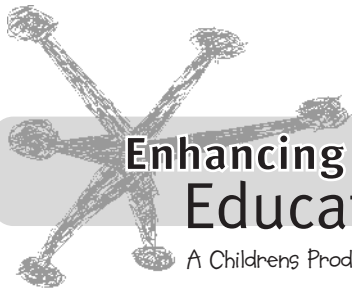
Enhancing Education

A Children's Producer's Guide

➤ *Case Studies: Mister Rogers' Neighborhood*

Challenges & Lessons Learned

While Family Communications, Inc., continues to support what it has developed over the years with its small staff, it is also creating and producing more innovative outreach efforts and training materials in a wide variety of media. With all its outreach materials, Family Communications has always worked toward a consistent approach, whether focusing on children, their families, or the professionals who work with them. Family Communications is constantly challenged to produce materials that have the same values and high standards that professionals and parents appreciate in *Mister Rogers' Neighborhood*. The company has found it enormously gratifying to hear from early childhood educators and parents that its work is appreciated.



Enhancing Education

A Children's Producer's Guide

➤ Case Studies

Sesame Street

Producer

Sesame Workshop

Series Description

For 35 years, *Sesame Street* has been consistently honored for its contribution to generations of children's development; it continues to be the benchmark for the very best in educational programming. The world's largest informal educator of young children around the world, *Sesame Street* remains firmly grounded in the cognitive basics and the academic, social, and emotional skills necessary for school readiness. *Sesame Street's* team of educators, researchers, and writers continues to focus on designing segments that help children think things through without sacrificing the creativity and fun that has made the show a trusted favorite for generations.

Funders

Through the years, *Sesame Street* has been fortunate to work with partners around the world who share our vision. This commitment, as well as crucial support from foundations, corporations, individuals, government agencies, and licensees, make our endeavors on behalf of children possible, enabling us to bring our mission to life. The current series funders are McDonald's Corporation, Beaches Resort, Corporation for Public Broadcasting (CPB), PBS, and the U.S. Department of Education.

This case study focuses specifically on Season 35 activities, with a special highlight on the *Sesame Street Beginnings: Talk, Read, Write!* program, which was funded by The Prudential Foundation.

Educational Outreach Budget Range

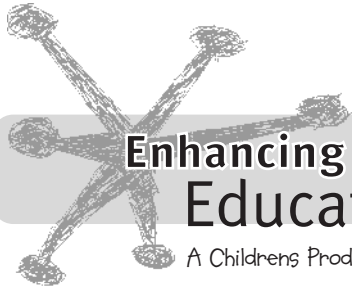
Very large (over \$500K)

Educational Outreach "Producers"

Sesame Workshop's outreach staff includes a project manager, content director, and researcher who oversee and develop all elements of educational outreach. (See recent outreach initiatives under Educational Outreach Elements.)

Partners

Sesame Workshop partners with organizations that demonstrate a strong commitment to children, share our values, and are recognized as experts in their fields. These partnerships



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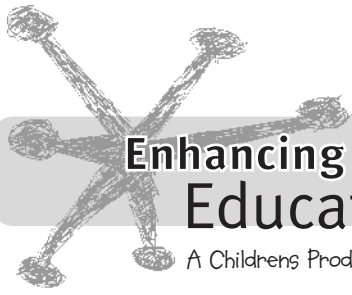
A Children's Producer's Guide



Case Studies

Sesame Street (cont'd)

enable Sesame Workshop to develop content and distribute materials that meet the needs of and reach out to diverse groups across the country. They ensure that educational messages about social issues and child development reach beyond the show to the children who need them. Among the Workshop's partners are Ready To Learn (RTL) coordinators at local public television stations, the National Association of Child Care Resource and Referral Agencies (NACCRRA), the National Association for the Education of Young Children (NAEYC), the American Academy of Pediatrics (AAP), the American Library Association (ALA), the International Music Products Association (NAMM), The Prudential Foundation, the National Center for Family Literacy (NCFL), National Head Start Association (NHSA), National Black Child Development Institute (NBCDI), Zero to Three, and the Federal Emergency Management Agency (FEMA).



Enhancing Education

A Children's Producer's Guide

➤ Case Studies: Sesame Street

Goals & Audience

Goals

The goal of Sesame Workshop's educational outreach has always been to improve the quality of life for kids everywhere. We pursue this goal by creating and delivering needs-driven public service initiatives that reach children and the people who care for them at home, school, and play.

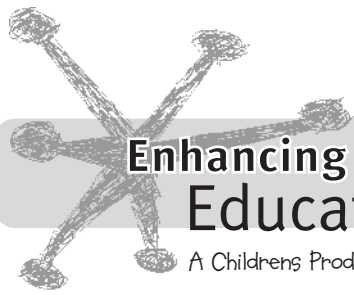
This case study focuses specifically on *Sesame Beginnings*, a bilingual multimedia program that was developed by Sesame Workshop and funded by The Prudential Foundation. The program provides the tools needed to help preschoolers navigate the exciting path from listening and speaking to reading and writing.

Target Audience

Preschool children, parents, grandparents, caregivers, educators, and Ready To Learn (RTL) coordinators at public television stations

Standards Addressed

All of Sesame Workshop's outreach materials are developed to address formative research findings and meet children's critical needs. For example, our research for *Sesame Street Beginnings: Talk, Read, Write!* showed that our target audience (parents and caregivers) lacked confidence in their literacy skills and believed their children's literacy development was the school's responsibility. In addition, Spanish-speaking parents and caregivers believe 3- to 5-year-olds are too young to take an interest in literacy-related activities. All the parents and caregivers desired to learn ways to encourage their child's interest in literacy.



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A Children's Producer's Guide

➤ Case Studies: Sesame Street

Educational Outreach Elements

To achieve Sesame Workshop's educational outreach goals, the outreach department provides turnkey videos, materials, toolkits, and training to amplify use, reach, and impact on an ongoing basis. Educational outreach projects are underwritten through corporate, philanthropic, and government sources and are distributed free of charge to targeted populations. Once a project is completed, materials continue to be available through our Educational Resources Catalog at www.sesameworkshop.org/educationalresources. Here are the outreach initiatives for Season 35:

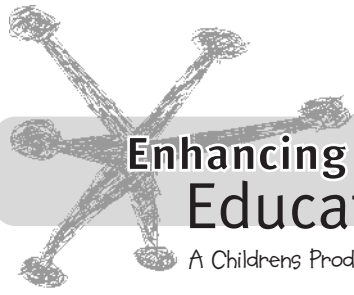
The *Sesame Street Beginnings: Talk, Read, Write!* Program

The *Sesame Street Beginnings: Talk, Read, Write!* program is designed to help adults understand the goals and messages of the project and apply the project messages and strategies to their own situations. The goals of this program are as follows:

- To increase awareness and understanding among parents and caregivers about the importance of the early years in children's language and literacy development
- To help parents gain a better understanding of the critical role they play as their children's first and most important teachers and role models
- To provide parents and caregivers with practical strategies and materials to increase their children's literacy-readiness for entering school

The *Talk, Read, Write!* kit includes the following components:

- **The Facilitator's Guide** (*Available in English and Spanish*)
Sesame Street Beginnings: Talk, Read, Write! has been reviewed and endorsed by the American Academy of Pediatrics (AAP). The guide was developed to provide facilitators in workshops or child care settings with fun ways to support preschoolers' literacy development and to involve parents in the process. Seventy-five thousand guides were distributed free of charge as part of the *Sesame Street Beginnings* kit to child care programs, local resource and referral agencies, public broadcasting stations, libraries, PTAs, child-life specialists, family literacy programs, and a variety of local community-based organizations.
- **Videocassette** (*Available in English and Spanish*)
Each kit includes a videocassette to use at parent workshops. The video promotes discussion on key literacy points and strategies, like listening and speaking, reading together, writing together, and learning at the library, and it helps participants share what has worked for them. To see clips from the video, visit www.sesameworkshop.org/talkreadwrite/trw_video_eng_01.php.



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➤ Case Studies: Sesame Street

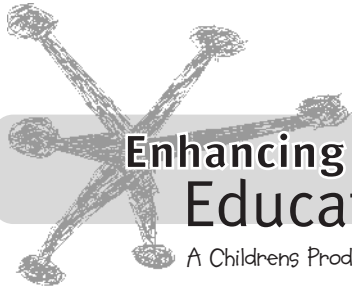
Educational Outreach Elements (cont'd)

- **Parent Pages** (*Available in English and Spanish*)
These pages can be copied and sent home to parents or handed out in meetings to encourage questions, sharing, and discussion. They include topics similar to the video, along with information about parents as a child's first teacher and song lyrics from the video. PDF versions are also available at www.sesameworkshop.org/talkreadwrite.
- **Developmental Poster** (*Available in English and Spanish*)
This poster includes information and tips about literacy development for 3- to 4-year-olds and 4- to 5-year-olds. It was designed as a tool to guide discussions at parent workshops and to remind parents that each child develops in her own way and at her own pace.
- **Children's Book** (*Available in English and Spanish*)
This Muppet story, *Elmo Says Achoo!*, includes tips for helping to develop children's literacy skills while having fun reading together.
- **Online Resources** (*Available in English and Spanish*)
Full program materials are available at the *Sesame Street Beginnings* Online Resource Center at www.sesameworkshop.org/talkreadwrite. The materials include activities, information, and tips for making language and literacy development a fun part of everyday life for children.

Sesame Beginnings videos may be purchased at www.sesameworkshop.org/EducationalResources.

Ongoing Educational Outreach Components for Season 35

- **View and Do** – Available in English and Spanish, this monthly viewing guide extends the series' educational goals and provides parents with viewing tips, the number of the day, and the letter of the day. These are distributed to 154 PBS stations every month, which in turn distribute the guide to child care agencies, parents, and family child care providers by e-mail and the postal service. PDF versions are available at pbskids.org.
- **Learn and Grow Guides** – This series of four 12-page booklets, available in English and Spanish, helps caregivers extend the educational messages of the series. These colorful and easy-to-use guides cover math and science, literacy, music and art, media literacy, and diversity.
- **Sesame Street Music Works** – This bilingual (English and Spanish) public education campaign helps parents and caregivers introduce children to the benefits of listening to and making music.
- **Literacy Posters** – Distributed to PBS stations, this English and Spanish *Learn and Grow* poster brochure helps children develop the literacy tools they need in fun and rewarding ways with their friends from *Sesame Street*.



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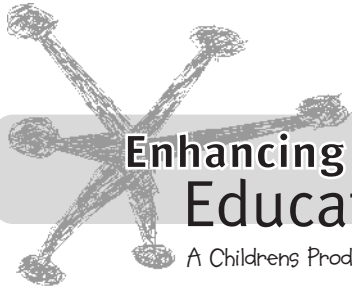
A Children's Producer's Guide



Case Studies: Sesame Street

Educational Outreach Elements (cont'd)

- **Sesame Street: A Is for Asthma** – Developed with the American Lung Association, this bilingual video, activity book, and asthma action-plan poster promotes public awareness of pediatric asthma and helps preschoolers understand and cope with the condition.
- **Sesame Street: Lead Away!** – This lead poisoning-prevention project, consisting of a video and booklet, aims to reduce children's exposure to lead and the incidence of lead poisoning.
- **Sesame Street Family Activity Book** – This fun and educational bilingual activity book covers many of the learning areas presented on *Sesame Street*.



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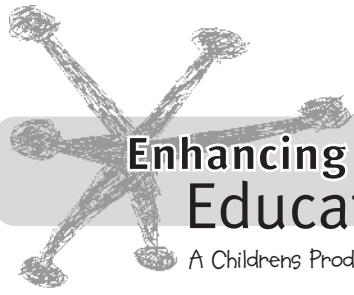
A Children's Producer's Guide



Case Studies: Sesame Street

Outcomes

- Distributed 75,000 of the *Sesame Street Beginnings: Talk, Read, Write!* multimedia kits, free of charge, to child care programs, local resource and referral agencies, public broadcasting stations, libraries, family literacy programs, and a variety of local community-based organizations.
- All program elements of *Sesame Street Beginnings: Talk, Read, Write!* are now available at Sesame Workshop's Online Resource Center for parents at www.sesameworkshop.org/talkreadwrite.
- Winner of the 2003 Parents' Choice Award by the Parents' Choice Foundation
- *View and Do*: Approximately 50,000 distributed monthly
- *Learn and Grow Guides*: 30,000 distributed to date
- *Sesame Street: Music Works Wonders*: 300,000 kits distributed to date
- Literacy posters: 70,000 brochures distributed to date
- *Sesame Street: A Is for Asthma*: 100,000 kits distributed to date
- *Sesame Street: Lead Away!*: 100,000 kits distributed to date



Enhancing Education

A Childrens Producer's Guide

➤ Case Studies: Sesame Street

Challenges & Lessons Learned

The biggest challenge for any outreach program is how to measure behavioral impact. Sesame Workshop used qualitative research tools – interviews and surveys to hear directly from end users – and with *Sesame Beginnings*, they learned the following:

Establishing content messages:

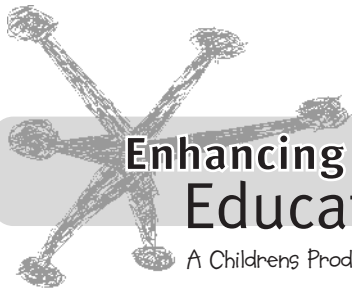
- Sesame Workshop usually begins an outreach project with a meeting of outside advisors in an effort to learn as much as possible about the topic and to get a fix on what the educational messages should be. Because that kind of information was already available from *Sesame Street Beginnings: Language to Literacy*, Sesame Workshop was presented with an opportunity to be flexible and to use other methodologies. Thus, instead of starting with an advisory panel, we began with focus groups of intended target audiences.
- Because some of the findings were contradictory from one group (teachers) to another (parents), it is necessary to probe each focus group to get at the heart of what is really being said.
- To ensure that the educational messages are clear and not daunting, and that each component of the kit is consistent with and complementary to the other components, it is necessary to keep messages few and simple and to repeat them often in every component.

Bilingual execution:

- Because it is inevitable that you will need to go back to your translators several times as materials are being developed and polished, it is advisable to establish an ongoing and respectful relationship with them.
- To ensure that recipients who will use the materials developed in languages other than English feel respected and comfortable with them, it is necessary to make certain all materials are both culturally and linguistically relevant. This means that translations should be developed in conjunction with development of the materials in English so that concepts or phrasing that doesn't resonate with the non-English speaker can be caught and adjusted in both English and the other language(s).

Design:

- Because black-and-white materials don't carry the same weight as full-color ones, try to produce everything in full color.
- Because people may assume that the order in which components are stacked in the kit somehow indicates order of importance, it is advisable to put the most "important" ones on top.



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➤ Case Studies: Sesame Street

Challenges & Lessons Learned (cont'd)

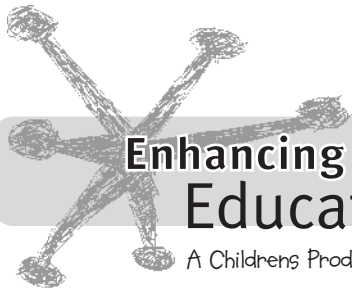
- Because recipients can become confused with too many components, it is wise to keep the number of components to a minimum.

Distribution:

- To ensure that the materials reach their intended recipients in a timely manner, develop a distribution plan well before launch and in conjunction with outside partners representing those you want to reach.
- To simplify and speed up the ordering/fulfillment process, try to use e-mail ordering as much as possible. To reduce costs, have orders go directly to the fulfillment house so that internal staff time isn't consumed by processing and fulfilling orders and keeping records of this activity.

Feedback:

- It is important to funders to learn as much as possible about how the project materials have been used and what the impact of this use might be. The challenge is to collect such information in a timely and cost-effective way. Sesame Workshop found online surveys to be very useful. To provide an incentive for people to fill out and return such online feedback, they offered a free *Talk, Read, Write!* screen saver.
- There is an art to constructing survey questions so that they will give you the information you need and are easy and inexpensive to scan electronically. Sesame Workshop worked extensively with their research division and with an outside company that specializes in surveys to help in this effort. They also contracted with the outside company to scan the surveys and compile the results.
- In addition to surveys, Sesame Workshop also conducted summative research via observations and interviews.



Enhancing Education

A Childrens Producer's Guide

➤ Case Studies

ZOOM

Producer
WGBH Boston

Series Description

Now in its sixth season, *ZOOM* is a daily interactive television series by Kids, for Kids™. The show includes games, crafts, experiments, recipes, and brainteasers – all sent in by viewers and performed by a cast of seven everyday kids. *ZOOM* gives kids the chance to explore, experiment, and share their creativity with the world, encouraging an active, exploratory, hands-on approach to all kinds of learning. Segments promote literacy, life skills like tolerance and problem solving, and science and math. This multidisciplinary format is one of *ZOOM*'s greatest assets: Not only does it attract children with different interests (many of whom wouldn't normally tune in to a science show), but it may even go further and awaken a curiosity about science that would otherwise remain dormant. *ZOOM* challenges kids to "turn off the TV and do it." This means that kids are inspired to try the activities they see on *ZOOM*, share their experiences, and send new ideas to the show and Web site.

Funders (and resulting constraints)

Funders over the first five seasons of *ZOOM* include the National Science Foundation (NSF), Corporation for Public Broadcasting (CPB), The Arthur Vining Davis Foundations, and public television viewers.

Educational Outreach Budget Range

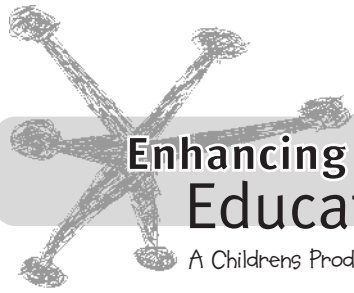
Large (\$250K-\$500K) to very large (over \$500K), depending on the season

Educational Outreach "Producers"

WGBH's Educational Outreach staff creates and coordinates all elements of *ZOOM*'s educational outreach. (See complete list under Educational Outreach Elements.) The Interactive team at WGBH produces the *ZOOM* Web site.

Partners

Over the past five seasons, *ZOOM* has developed an extensive network of outreach partners who use *ZOOM*'s science, math, and engineering activities to engage kids and adults in science investigations. These partners include American Library Association (ALA), Association of Children's Museums (ACM), Boys & Girls Clubs of America, 4-H Council, National Engineers Week, Association of Science-Technology Centers (ASTC), and public television stations nationwide. (See partner highlights under Outcomes.)



Enhancing Education

A Children's Producer's Guide



Case Studies: ZOOM

Goals & Audience

Goals

The overall goals of ZOOM's educational outreach are to teach science-related skills and concepts and to create lifelong, positive attitudes toward these subjects. ZOOM uses the strengths of kids – their curiosity about the world, delight in sharing knowledge, and orientation towards their peers – to inspire them to become active investigators, creators, and problem solvers.

To ensure that ZOOM achieves its goals, the series and all its outreach components are built on an affective and skills-based framework called Habits of Mind. Habits of Mind comprise certain behaviors and ways of thinking about and doing science that encourage kids to ask questions, speculate about the answers, experiment to see what works, observe what happens, and record data to develop an explanation. These processes guide kids through a deeper, more rewarding exploration of the science in the activities on ZOOM.

This case study focuses specifically on ZOOM's Season 5 outreach efforts. The goals of Season 5 focus specifically on engineering while building on ZOOM's overall goal.

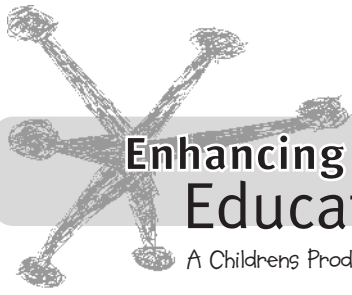
Target Audience

The target audience is 8- to 11-year-olds.

Standards Addressed

ZOOM's Season 5 focus on engineering meets the following National Science Education Standards: Grades K-4 Content Standard E, under the category Science and Technology; and Grades 5-8 Content Standard E, under the categories Science and Technology and Understandings About Technological Design.

For more information about the Standards, visit The National Academy of Sciences at www4.nationalacademies.org/nas/nashome.nsf. For a copy of the Standards, contact the National Academy Press, 2101 Constitution Avenue, N.W., Lockbox 285, Washington, D.C. 20055.



Enhancing Education

A Children's Producer's Guide

➤ Case Studies: ZOOM

Educational Outreach Elements

To achieve ZOOM's educational outreach goals, there have been a number of multimedia outreach efforts during the show's run. These include the *ZOOMsci Activity Guide*; *ZOOMzones*; *ZOOMerangs*; ZOOM Camp-in; ZOOM Into Action; *ZOOMlocal/national*; ZOOM into Engineering; *ZOOMsci: Explore Science at Home*; and ClubZOOM Science and ClubZOOM Engineering,

Each outreach effort integrates its own special take on ZOOM's math and science goals. The *ZOOMsci Activity Guide* focuses on building kids' basic skills and interest in science and math. ZOOMzones are interactive exhibits located in museums where families can do ZOOM activities together. ZOOM Camp-in combined sleepovers at museums with the exploration of ZOOM-related themes. ClubZOOM Science and Engineering gives after-school providers the resources they need to offer fun "science and engineering clubs." ZOOM into Engineering pairs volunteer engineers with kids. ZOOM Into Action motivates kids and families to volunteer. And ZOOMlocal/national provides opportunities for public television stations across the country to add local content to the ZOOM series.

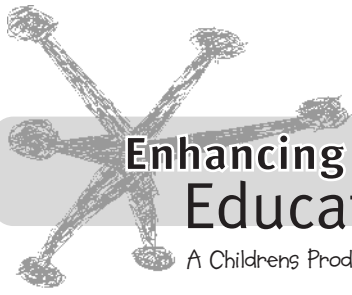
As previously mentioned, this case study focuses on the Season 5 outreach for ZOOM, all of which is designed to inspire kids to invent, build, brainstorm, tinker, design, and work together. Below are all the elements of ZOOM's Season 5 outreach activities:

Print

- ***ClubZOOM Engineering Activity Guide***

The *ClubZOOM Engineering Activity Guide* helps after-school providers, engineers, and other educators run a six-meeting ClubZOOM Engineering program with kids ages 8-11. The guide includes tips for leading the activities, reproducible handouts for kids, and postings to put on the ClubZOOM Bulletin Board. If kids want to continue to explore once they've finished all the activities, additional activities and resources are provided. Other components include the following:

- ClubZOOM Training Guidelines – These guidelines provide training information for partners to use with volunteers or their staff.
- ClubZOOM Video – This video contains a special welcome from the ZOOM cast, plus program segments showing the cast doing each activity.
- ClubZOOM Membership Card – Kids wear this reproducible membership card, which can be copied on colored paper.



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➤ Case Studies: ZOOM

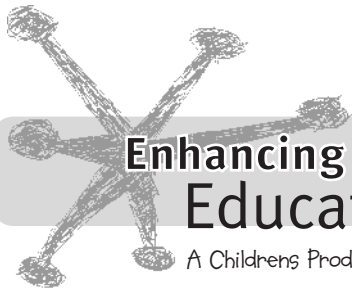
Educational Outreach Elements (cont'd)

- **ClubZOOM Certificate** – At the final club meeting, each kid receives a certificate, complete with the cast members' signatures.
- **ZOOM Into Action**
In Season 5, ZOOM continued to work with PBS stations and other audiences to promote ZOOM Into Action. Part of this campaign involves distributing the ZOOM Into Action booklets to partners as a tool to help motivate kids and families to volunteer. This booklet offers ideas for projects and suggestions for making the volunteering experience fun and rewarding.
- **ZOOMerang**
A ZOOMerang is a colorful, illustrated kids' booklet that contains activity ideas from the series. With its unique 6" x 4 1/2" size, each issue of ZOOMerang has 12 panels and is mailed to every child who writes to the show; current and back issues are also available on the ZOOM Web site. Several ZOOMerangs are produced each season. All the material in the ZOOMerangs (except the design and illustration) have been sent in by kids.
- **Activity Sheets**
Each season, new ZOOM activity sheets are developed that feature instructions kids can use to do the activities from the show. This season, WGBH packaged 90 activities from all five seasons of ZOOM. These were distributed to museums, public television stations, and after-school programs. PDF versions are also posted on the ZOOM Web site.

In addition, packets of engineering activities were developed and distributed to previous partners, including the American Society of Civil Engineers (ASCE), Boys & Girls Clubs of America, museums, and PBS stations to further their ongoing educational outreach.

- **Magazine Inserts**
ZOOM worked with *Weekly Reader* to create an insert featuring ZOOM Into Action and ZOOMlocal. These were distributed in schools to nearly 800,000 fourth graders through *Weekly Reader's* fourth-grade magazine. The insert was a call to action for kids across the country to send their volunteer stories to their local PBS stations. It also celebrated kid volunteers who were featured on the series by ZOOMlocal stations.

As part of the arrangement, *Weekly Reader* featured ZOOM activities in *Science Spin* magazine throughout the 2003 season.



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➤ Case Studies: ZOOM

Educational Outreach Elements (cont'd)

ZOOMlocal/national

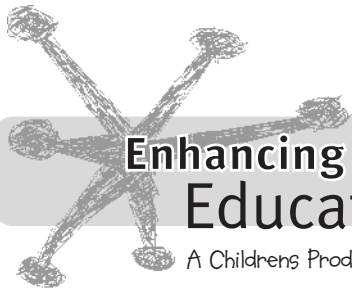
The ZOOMlocal/national initiative, established in Season 4 and continued in Season 5, enables public television stations to insert local content into designated segments of nationally broadcast ZOOM episodes. For example, a ZOOMlocal station can create opening "Welcomes" that feature kids from their communities and identify their station's call letters. They can also create local WhatZup, ZOOM Into Action, and good-bye/production credits. In addition, ZOOM creates and provides customized local openings for all ZOOMlocal stations and gives stations small grants to help cover their production and other related costs for participating in this initiative.

ZOOMzones

ZOOMzones are exhibit spaces in museums and other institutions around the country where kids can visit and do activities from the ZOOM series. New zones are expected to open in Tucson, Ariz.; Wilmington, N.C.; and Spokane, Wash. ZOOMzones already exist at the following locations:

Little Rock, Ark.
San Jose, Calif.
West Hartford, Conn.
Atlanta, Ga.
Alexandria, La.
New Orleans, La.
Boston, Mass.
North Easton, Mass.
Albuquerque, N.M.
Horseheads, N.Y.
Dayton, Ohio

Mansfield, Ohio
Toledo, Ohio
Providence, R.I.
Chattanooga, Tenn.
Fort Worth, Tex.
Houston, Tex.
San Antonio, Tex.
Danville, Va.
Everett, Wash.
Casper, Wyo.



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A Children's Producer's Guide

➤ Case Studies: ZOOM

Educational Outreach Elements (cont'd)

Web/Interactive

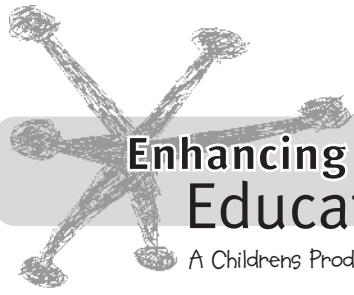
pbskids.org/zoom – Through an average of 16,000 e-mails per week, 540 letters per week, and 32,000 visits per day, kids send activity ideas, recipes, poems, jokes, and other materials to fuel the more than 20 features that make up the site. Highlights from the site include the following:

- CafeZOOM – Yummy snack recipes
- WhatZup – Kids tell ZOOM what they think!
- ZOOMdo – Arts and crafts activities
- ZOOMgames – Games from the show
- ZOOMphenom – Cool tricks that seem like magic, but aren't
- ZOOMsci – Science and math experiments
- ZOOMvid – Videos and animations from kids across the country
- ZOOMzinger – Challenges to strain your brain and bend your body
- Zoops – Embarrassing moments as told by ZOOMers around the country

The adult section of the site, ZOOMtoo for Parents & Educators, includes information and resources on various ZOOM themes, such as ZOOM into Engineering, ZOOM Into Action, ZOOM into Science, printable activity pages, and preschool activities.

Person-to-Person

- ZOOM trained the following individuals to use the ClubZOOM Engineering Activity Guide:
 - 100 4-H Council staff
 - 25 Girl Scout leaders
 - 150 pre-service teachers and teacher mentors in the Greater Boston area
 - 250 staff from Boys & Girls Clubs of America nationwide
 - 100 staff members from 21st Century Community Learning Center program
 - 250 engineers from the RE-SEED program of Northeastern University, the Society of Women Engineers (SWE), and the American Society of Civil Engineers (ASCE)
 - 150 Massachusetts and Connecticut science teachers
 - 20 museum professionals at the Museum Institute for Teaching Science (MITS)
- ZOOM participated in the following events:
 - ZOOM into Engineering Day at the National Building Museum in Washington, D.C. (5,000 visitors)



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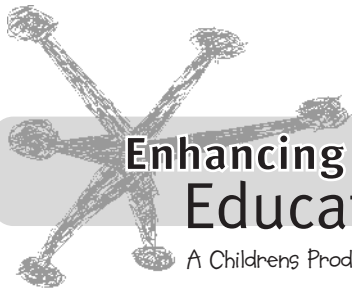
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Case Studies: ZOOM

Educational Outreach Elements (cont'd)

- Museum of Science ZOOM into Engineering event, held during National Engineers Week (13,000 visitors)
- Taste of Arlington (Va.) (5,000 visitors)
- Capitol Hill Day (shared ZOOM resources with Hill staff and their families)
- WGBH Ice Cream Fun Fest
- ZOOM conference participation:
 - National Center for Outreach (NCO) – co-presented with DragonFly TV and *Cyberchase*
 - Education Summit of the Boys & Girls Clubs of America – unveiled and disseminated the *ClubZOOM Engineering Activity Guide*
 - National Science Teachers Association (NSTA)
 - Massachusetts Science Teachers Association



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Outcomes

ClubZOOM Engineering

Close to 1,000 copies of the *ClubZOOM Engineering Activity Guide* have been distributed to after-school and youth programs (including Boys & Girls Clubs of America, 4-H, Girl Scouts, Girls Inc.), librarians, PBS stations, museums/zoos, and engineers. Here is some feedback from the various audiences:

"The children learned a lot through these hands-on activities. They had fun and had a hard time leaving when ZOOM was over. They are enjoying math/science much more now!"

"It is a great way to introduce kids to a way of problem solving and science thinking."

"Girls who get enthusiastic about science through ZOOM activities sign up for ZOOM or other science programs again. It builds a larger 'core group' of possible future scientists!"

"Presenting a series of ZOOM projects during a special program week – parents and community officials who attended said they were overwhelmed by what they witnessed."

–ClubZOOM leaders

"I showed a part of the ClubZOOM video at the beginning of the day, and the girls (and their leaders) were very excited about it."

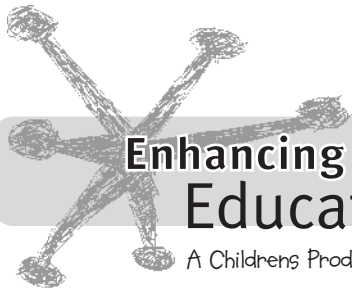
–Engineer working with a Girl Scout troop

"It's a great program, and our clubs use your materials immensely. Better yet, we've been able to create outcome measurement tools around it and submit reports to funding agencies based on the success we're having with your program."

–Boys & Girls Clubs of America

"I'm working with an engineering professor at Southern Illinois University to plan workshops this spring using the ZOOM curriculum. It should be great!"

–PBS outreach coordinator



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Outcomes (cont'd)

ZOOM Into Action and ZOOMlocal/national

The ZOOM Into Action campaign has been a big boost for ZOOMlocal/national stations, allowing them to build strong local partnerships, heighten their visibility in their communities, encourage volunteerism, feature local viewers, and generate positive press. During Season 5, 28 of the ZOOMlocal/national pilot stations returned, accompanied by 11 new station partners. They achieved the following:

- Kids volunteered 1,387,000 hours for ZOOM Into Action projects.
- The ZOOM Into Action Web site feature logged 1,133,541 visits.
- Viewers submitted 118,551 volunteer stories to ZOOM.
- ZOOMlocal stations produced 2,400 segments for ZOOM Into Action.

A sampling of comments from ZOOMlocal stations:

"We have had a tremendous community response to the ZOOM Into Action stories we've taped and aired – and the calls and letters keep pouring in. ZOOMlocal/national is what PBS is all about. . . . PBS makes a difference in our local communities – and these local ZOOM segments exemplify this."

– WSRE/Pensacola, Fla.

"The strength of a community lies in its youth. The ZOOM into Action campaign will equip youth to become fully functioning members of society who positively and proactively impact the communities in which they live."

–WTVI/Charlotte, N.C.

"The project has been . . . showcasing young people in our viewing area who are building their foundation for civic involvement and may become our future community leaders. It has also been an excellent vehicle for the station to expand its base of partnerships with community organizations."

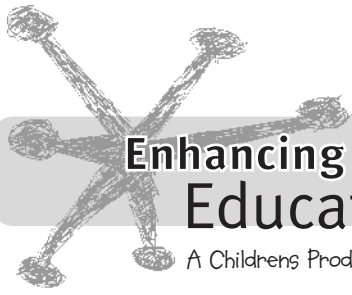
–KEET/Eureka, Calif.

ZOOMerangs

More than 42,000 ZOOMerangs have been sent to kids who write to ZOOM by e-mail or snail mail.

Partner Highlights

Boys & Girls Clubs of America – ZOOM launched ClubZOOM Engineering at its third annual



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Outcomes (cont'd)

National Education Summit. The Club asked us to host not only two ClubZOOM workshops, but also invited a ZOOM producer to speak at the plenary session called "Learning Made Fun." After the conference, a staff member from the Boys & Girls Club in Concord, N.H., called asking for more ZOOM resources, saying:

"I met you at the Boys & Girls Clubs' National Education Summit. Our Club has been running ZOOM programs ever since. Our members and our facilitator LOVE the activities! Your Web site is a great resource also."

National Engineers Week

The twin goals for our partnership with National Engineers Week (established in 2000) were to create resources engineers could use with children and to make local connections between our national partners. The activities that took place in Austin, Tex., are a great example:

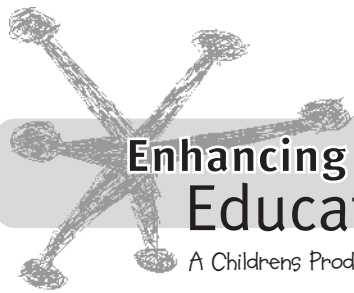
Partnering with their local mall, museum, and public television station, engineers – or, as they now refer to themselves, ZOOM engineers – went to Highland Mall to build hoop gliders, paper helicopters, and paper airplanes as part of the KLRU-TV Kids Club celebration. Activities at the Austin Children's Museum on February 14 included making spaghetti-marshmallow bridges and hovercrafts.

National Center for Outreach (NCO)

ZOOM kicked off Season 5 at the National Center for Outreach's annual conference in New Orleans, where, along with local partner the Louisiana Children's Museum, we hosted two big events – an evening reception for the public television outreach coordinators who were attending the conference and, for the general public, the grand opening of the Children's Museum's ZOOMzone.

Shortly after the event, Margaret T. Schlaudecker of the Louisiana Public Broadcasting station in Baton Rouge wrote:

"I promised a mother who was at Saturday's event (at the Louisiana Children's Museum ZOOM day) that I would pass along a comment about ZOOM. She has a high-functioning autistic son. She says ZOOM was really a turning point for him. He responded so much to the show and got very involved in the experiments and everything that he saw [and] that it has brought him out so much. She says he woke up early Saturday morning saying, 'It's Saturday, April 12 – the day the ZOOM kids will be at the Children's Museum.' She wanted you to know how much the show has done for her son and how much she appreciated it."



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Challenges & Lessons Learned

The Season 4 evaluation had a strong impact on ZOOM's Season 5 efforts. During Season 4, ZOOM's independent evaluator, Goodman Research Group, Inc. (GRG), evaluated ZOOMsci: *Explore Science at Home* guide, looking to identify factors that motivate parents and children to conduct ZOOM activities together in their homes. Surveys were designed to create a profile of parental involvement with children's ZOOM and non-ZOOM science activities.

During the course of the evaluation, GRG discovered the following:

- Because the child is the primary correspondent with ZOOM (i.e., has made a submission to ZOOM), parents didn't always realize the ZOOMsci Guide was for them.
- Parents weren't sure why they should read the guide or do the activities with their children.
- Parents weren't expecting the guide and therefore didn't necessarily use it.
- Even with these challenges, ZOOM disseminated its full supply of 30,000 copies by the end of Season 4. At the start of Season 5, ZOOM secured additional funding and was able to revise the guide to address the first two concerns. Through a burst on the front cover which stated, "Parents! Learn how you and your kids can explore science together," and additional language changes throughout the guide, we were able to clarify the target audience and the benefits of doing science together. After reprinting 7,500 copies, we also evaluated our distribution plan and worked with our national partners to get these guides into the hands of parents who were interested but unsure about how to do science with their kids.