

Articles

- PBS Kids Launches New App
- Sesame Street
- Daniel the Tiger
- New Locally Produced Documentary Completed
- Program Updates
- Educational Resources



PBS KIDS LAUNCHES SID THE SCIENCE KID READ & PLAY ON THE APP STORE FOR IPHONE, IPAD AND IPOD TOUCH

ARLINGTON, VA, August 2, 2012 – PBS KIDS today announces that a new storybook app, **SID THE SCIENCE KID Read & Play App** for iPad, iPhone and iPod touch, is now available on the App Store. Based on the animated preschool series SID THE SCIENCE KID from The Jim Henson Company, and developed by iStoryTime, SID THE SCIENCE KID Read & Play features two storybooks, jokes, games, sing-along music videos, coloring pages and more, all aimed at developing early science exploration.

"Children are using our content on mobile devices more and more; we serve over half of our video streams on mobile. More than 74 million videos were streamed on the PBS KIDS Video App in June, accounting for 56% of PBS KIDS' total streams for the month*," said Jason Seiken, Senior Vice President, Interactive, Product Development, and Innovation, PBS. "With so many families turning to PBS for high-quality, educational content on mobile, we are excited to offer a robust app with a variety of interactive content for children to prepare features."

"Our mission is to offer engaging media them for success in school and in life, and helping them learn about science is a core

piece of that early learning puzzle," said Lesli Rotenberg, Senior Vice President, Children's Media, PBS. "The SID THE SCIENCE KID Read & Play App brings scientific concepts to life for kids in a way that is relatable and engaging. From learning about germs to discovering the five senses, the app encourages children to explore their world and find out that science is all around them."

The SID THE SCIENCE KID Read & Play App features:

Two Storybooks:
"The Trouble with Germs": Follow along as Sid discovers why he has to wash his hands to get rid of germs. While Sid can't see them, his mom shows him a picture through a powerful microscope to explain that those itty bitty things do exist and can make him sick.

"What's That Smell?" Sid finds out that smells, while invisible, are molecules that can pass through the air even without wind. That's what allows him to smell his dad's favorite pancakes, flowers and even his baby brother Zeke's diaper (ewwww!).

Sing-Along Music Videos: Parents and children can sing along to songs from the show!

Coloring Book: Color different scenes and then save, or share or print them.
ISense: In this fun interactive game, kids practice what

they know about senses by identifying traits of different objects based on how they feel, smell, sound and look.

Sticker Book: Select from three separate scenes with different objects and characters for little ones to build their own scene. They can be saved to the photo album and shared with friends and family.

Spot the Difference: What's different in each image? Kids see if they have an eagle eye and can spot the differences between two images.
Narration Options: Choose from Read to Me, Read to Myself and Auto Play.

The SID THE SCIENCE KID Read & Play App is available for \$3.99 from the App Store on iPad, iPhone and iPod touch or at www.itunes.com/appstore.

PBS KIDS offers 18 apps, available in the App Store, covering curricular areas ranging from literacy and science to math and more. Through mobile applications, as well as online games, classroom resources, on-air programming, and curriculum-based toys, PBS KIDS offers educational content to all of America's children, wherever they live, learn and play. More information about PBS KIDS' apps is available on PBSKIDS.org/mobile.

Muppets on a Mission



Sesame Workshop Brings Educational Radio to Children in Afghanistan

Baghch-e-Simsim — Sesame Garden in both Dari and Pashto — debuted on two television stations in Afghanistan in December of 2011. With only a small percentage of the five million Afghani children likely to attend Kodakistans (the country's kindergarten system), *Baghch-e-*

Simsim was designed to be the first step in finding ways to meet the growing need for early childhood education there. And with radio being the most accessible media for Afghan households, a series of radio episodes of *Baghch-e-Simsim* was the natural next step.

This week, Sesame Workshop and Equal Access International announced 78 such episodes, 39 of which are in Dari and the other half in Pashto. Each 20-minute radio episode features a letter and number of the day, caregiver tips, and of course, the Sesame magic seen around the world.

Growing Hope Against Hunger and Sesame Workshop writer Chrissy Ferraro nominated for an Emmy!

Congratulations to the *Growing Hope Against Hunger* team, Chrissy Ferraro and the rest of Sesame Workshop on its two newest Emmy nominations!

Sesame Workshop has been nominated for an Emmy in the Outstanding Children's Nonfiction, Reality or Reality-Competition Program category. *Growing Hope Against Hunger*, made possible by the generous support of Wal-Mart and aired on PBS, makes manifest the invisible crisis in the United States, food insecurity,

by introducing a new Muppet named Lily whose family has an ongoing struggle with hunger. Food insecurity is a growing and difficult issue for adults and children to discuss. This one hour primetime television special presents families' personal stories to raise awareness of hunger as well as strategies that have helped these families find resources and grow stronger together. In this special, Brad Paisley, Kimberly Williams Paisley and the *Sesame Street* Muppets help families cope and live the healthiest life possible

by providing the tools families need and by educating the general population about the widespread issue of hunger and food insecurity in the United States.

In addition, writer Christine Ferraro has been nominated for an Emmy in Writing, Nonfiction Programming for *Sesame Street: Growing Hope Against Hunger*. Christine Ferraro has been a writer for *Sesame Street* since 1994.

Daniel the Tiger Arrives at PBS



Daniel Tiger's Neighborhood is a new, vibrant animated series for preschoolers ages 2-4 airing on PBS KIDS. Based on the legacy of Fred Rogers, the show features the children of his original, beloved Neighborhood of Make-Believe characters. The 4-year-old Daniel Tiger talks directly to his young audience, inviting them into his colorful world. Daniel is joined by his friends O the Owl, Katerina Kittykat, Prince Wednesday and Miss Elaina. Together, through imagination, creativity and music they learn the key social skills necessary for school and for life.

Daniel Tiger's Neighborhood is a new series for a new generation of children. Launching on **Monday, September 3, 2012** on PBS KIDS, the series

tells engaging stories about the life of a curious preschooler and is accompanied by cross-platform games and activities for 2-4 year-olds, together with online resources for parents and teachers.

Daniel Tiger's Neighborhood is produced by **The Fred Rogers Company**, and brings together a group of today's leading creators of children's media and educational technology. The series tells its relatable stories using musical strategies grounded in Fred Rogers' landmark curriculum, and its catchy songs give parents and children a concrete way to practice important social and emotional skills together.

Children can visit **Daniel Tiger's Neighborhood** online at pbskids.org/daniel where they can play

games and watch videos. It's a web site designed with the youngest visitors in mind: all the games are open-ended, which means there is no right or wrong way to play. And all the games can be played with the mouse, the keyboard or both, so that even the youngest fingers can manage. That way, too, children and parents can play together. The site's social-emotional themes give children the chance to learn about everyday experiences and feelings. Kids will have creative fun and find ways to express their feelings with music and artwork. And they'll drive Trolley around the Neighborhood where they can pick up Daniel and his friends. While they're having fun, they'll be learning a little bit more about their place in the world.

The Raquette River Experience

New WPBS-DT Documentary

WPBS-DT, the North Country's PBS station, is pleased to announce a new partnership with the Raquette River Blueway Corridor group for a local campaign and thirty-minute television production focused on the Raquette River and its diverse assets, many people within the 174-mile long river corridor who care for the land and water, as well as promoting its environmental, social, economic and cultural benefits. The show is hosted by conservation advocate Don Meissner, host of WPBS-DT's travel-fishing program "Streamside", carried on PBS stations across the nation for 18 seasons, and Coordinator of St. Lawrence County's FISHCAP initiative. A web component has been launched at wpbstv.org where you can view the documentary online.

The Raquette River is the second longest river in New York State running from Blue Mountain Lake in Hamilton County through a scenic and historic corridor into the St. Lawrence River at Akwesasne. As the 174-mile river flows north to the St. Lawrence it passes through natural and man-made lakes as well as many towns and villages with varied connections to the river.



The partners of the corridor represent a wide range of stakeholders – towns and villages, conservation and environmental groups, businesses and economic development organizations, museums, historic and cultural organizations, schools and universities, outdoor and recreation groups, lake associations and friends groups, government agencies, and more.

Production funding for "The Raquette River Experience" is provided by Brookfield Renewable Energy Partners, North Country Savings Bank, St. Lawrence County Chamber of Commerce and TJ TOYOTA of Potsdam with additional promotional support from Potsdam Specialty Papers, Inc.



Education Programs



New look for Whiz Quiz

Whiz Quiz is getting a makeover of sorts to start the 33rd season. A new logo and graphics, as well as an updated set, have been decided upon.

31 American schools and 6 Canadian schools are signed up for competition. Taping will begin on October 15th.

Glenn Gough will return as host for his 33rd season. Our

judges are busy working on questions and have been completing the quizzes for the competition. All our judges volunteer their time to Whiz Quiz. It is not possible to have this show without them.

We are looking forward to a wonderful season of Whiz Quiz. Please join us!

Summer Library Tours

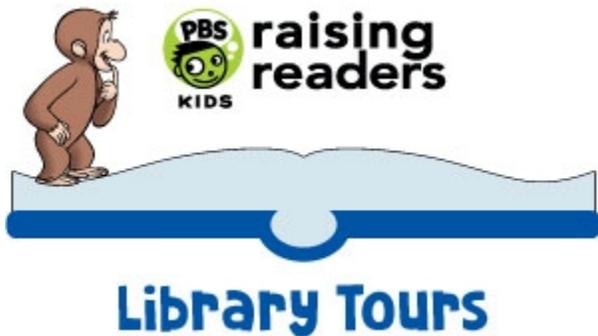
This year, WPBS was able to visit 6 area libraries, as well as Wednesday's Are For Kids at the Salmon Run Mall, as part of our Raising Readers Library Tours.

Curious George was the special guest. The children were treated to a story at each library, with Curious George helping out. There was time to meet Curious George and have a picture taken with him. Curious George had a wonderful time meeting all the kids and making new friends.

Every child that attended received a free book as well as a bag filled with activities and goodies. Over 300 children and parents attended the library visits.

Next year, we look forward to visiting different libraries and continue to reach out to the children in our community about the importance of reading.

Thank you to the following libraries for letting us come and visit: Madrid, Canton, Ogdensburg, Alexandria Bay, Black River and Croghan.



Educational Resources

Lesson Plans Available

WPBS, with the help of local retired teachers, have created several lesson plans for our area schools. These lesson plans are available free of charge. They include a companion DVD to use along with the written plan.

Here is a list of the ones available:

-Josiah Allen's Wife: The Marietta Holly Story

This lesson plan was done in conjunction with our Year of Women celebration. For use in grades 6-12.

-History at the Helm: The Antique Boat Museum

History and Technology of boating in the Thousand Island and the St. Lawrence Seaway are highlighted in this lesson plan. For use in grades 5-10.

-Reduce, Reuse and Recycle

There are 2 different lesson plans, one for grades 3-5 and one for High School. The lesson plans were created in partnership with the Development Authority of the North Country (DANC).

-The War of 1812

We are currently working on a lesson plan for the celebration of the War of 1812. It will focus on The Battle of Sackets Harbor. This will be available October 2012. For use in grades 3-5.

Again, these lesson plans are free of charge and come with a companion DVD. If you would like to receive one or more of these lesson plans, please contact our Outreach Manager, Teri-Gene Conlin at 315-782-3142 ext. 315 to arrange for copies.

New Children's Line Up

New Children's Line up starting **Sept. 4th, 2012** (PBS Kids)

7:00am Clifford The Big Red Dog

7:30am Martha Speaks

8:00am Curious George

8:30am Cat in the Hat

9:00am Super Why

9:30am Dinosaur Train

10:00am Sesame Street

11:00am Daniel the Tiger

11:30am Sid the Science Kid

PBS KIDS! GO from 3:00pm – 5:30pm stays the same.

Sunday morning line up starting **Sept. 9th, 2012**

9:00am Word World

9:30am Barney & Friends

10:00am Bob the Builder

10:30a Thomas & Friends

11:00am Wild Animal

Baby Explorers

11:30am Cyberchase

Colonial Williamsburg

We will once again be airing Colonial Williamsburg-The Electronic Fieldtrip. The series will air 7 episodes, one every month. Each episode explores life in Colonial Williamsburg in the late 1700s and early 1800s.

The schedule is as follows:

***October 11, 2012**-The Will of the People

***November 8, 2012**-Emissaires of Peace

***December 13, 2012**-Colonial Idol

***January 17, 2013**-Research Rescue Squad

***February 14, 2013**-The Slave Trade

***March 13, 2013**-The Global Economy

***April 11, 2013**-The Industrious Tradesman

We have teacher resource books available here at the station. These will be mailed to the principals for distribution within their schools.

We are pleased to be able to offer this Emmy Award Winning program to this area. For more information, please contact our Outreach Manager, Teri-Gene Conlin, at 782-3142 ext. 315.

The Last Page...

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Plan ahead for these programs & events

PROGRAMS**-September 3, 2012**

Daniel Tiger's
Neighborhood
1 Hr. Series Premier

-November 21, 2012

The Cat in the Hat
Knows a Lot About
Christmas

-January 21, 2013

Wild Kratts
1 Hr. Special

-February 18, 2013

Dinosaur Train
1 Hr. Special

-April 19, 2013

Curious George
1 Hr. Special

EVENTS**-Saturday, May 11, 2013**

Ready, Set, Fun Bookfest
and Character Breakfast

