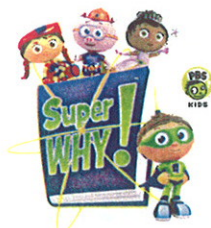




Sesame Street has maintained a mission to reach young children in a powerful and responsible way with a view that learning and fun are equally crucial elements of any child's education. The program's educational objective is to teach preschoolers about: symbolic representation, cognitive processes, and their physical and social environment.



SuperWHY is the first preschool show designed to help children 3-6 learn to read through interactive story adventures. In each episode, we jump into a book to find the answer to a preschool related problem. Along the way we play interactive literacy games to move the story forward and to teach kids the skills they need to learn to read. Each character transforms into a superhero with a literacy based curriculum(based on National Reading Panel Results). SuperWhy features four main characters who are best friends.

- Alpha Pig...with Alphabet Power!(Letter Identification)
- Wonder Red...with Word Power!(Rhyming/Decoding)
- Princess Presto...with Spelling Power!(Spelling/Encoding)
- SuperWhy...with the Power to Read!(Read/Reading Comprehension)
- And Super You...with the Power to Help!(Home Viewer)



Between the Lions program is designed to help children discover the basics of literacy - reading, writing, speaking, and listening - and develop a genuine love of books. The program is named for a family of lions - Theo, Cleo, Lionel, and Leona - who run a library like no other on earth. The series combines innovative puppetry, animation, live action, and music to achieve its educational mission of helping young children learn to read.



Like the classic TV series of the 1970's, the new Electric Company helps kids become better readers. With a fresh mix of music, comedy, technology, pop culture, and celebrities, it offers 6 to 9 year-olds a playful, hip, multimedia experience.



The goals of the **WORDGIRL** program are:

- To engage children in a language-filled world that will provide a meaningful context and rich experiences to help build children's deep word knowledge and engender a lifelong enthusiasm for language.
- Direct instruction of important targeted vocabulary words presented in multiple and interesting contexts in order to build children's deep word knowledge and overall vocabulary interest.
- To provide role-models for children illustrating the power of words within a rewarding social/emotional and cultural context that includes positive character models from groups underrepresented or negatively stereotyped in the mainstream media, promoting the value of our diverse society.



The goal of **Martha Speaks** is to increase oral vocabulary, the words we use when we talk. The shows are not trying to teach kids how to read. They are designed to help kids understand what words mean when they hear them; words like retrieve, sprout, and crave. Vocabulary is one thing that predicts if children will be good readers. Once they are in school and they see these words, children will need to know what they mean. If children have heard the words before, that familiarity will help them as they learn to read. Martha Speaks is designed to teach up to 20 words in each show. And how better to get kids excited about learning and trying out new words than with a talking dog, who just can't stop talking!



The "**WordWorld**" curriculum draws from four skill sets that are critical for young children's emergent literacy. Every storyline incorporates at least one skill from each of the following skill sets:

- Print awareness
- Phonological sensitivity and letter knowledge
- Comprehension
- Self-awareness and socio-emotional skills



SID THE SCIENCE KID is a new educational animated television series using comedy to promote exploration, discovery and science readiness among preschoolers. **SID THE SCIENCE KID**, features a practical in-school science curriculum, uses music and humor to celebrate children's natural curiosity about science in everyday life. The energetic and inquisitive Sid starts each episode with a new question("Why are my shoes shrinking? Why do bananas get mushy?") and embarks on a fun-filled day of finding answers with the help of family and friends.

A cooperative agreement of:



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