



for parents and educators

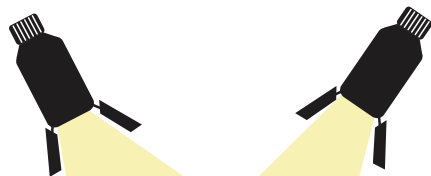
March 2011 edition

smartmedia focus:
raising readers, writers, and poets



Greetings from WQED Multimedia in Pittsburgh!

WQED is pleased to bring you a monthly e-newsletter that highlights some of our many high-quality, standards-aligned PBS educational assets. Since its inception, PBS has brought you wonderful programs that promote children's language skills and love of reading. This March, we're highlighting some of our favorite shows and online resources that explore these literacy topics!



Spotlight on... *The Electric Company*

More than 30 years ago, an educational television show dared to speak to youth in the voice of their generation. *The Electric Company* turned on the power of possibility for kids by showing them that learning to read can be fun. In 2009, the power was back with the all-new *The Electric Company*, produced by Sesame Workshop. With a cool cast of characters, amazing literacy superpowers, side-splitting cartoons, and songs that you can't help dancing along with, this reincarnation of a television classic is sure to make an impact on the newest generation.

WRITE ON!

Don't forget:
Entries for the PBS
KIDS GO! Writers
Contest are due
March 31!

- online resources
- activities
- viewing guide
- educator guide

Like the original series, the new show filters these educational goals through pop culture — music, comedy, technology, and celebrities — to create a playful, hip, multimedia experience. *The Electric Company* aims to entertain children ages 6 to 9 while simultaneously teaching crucial literacy skills that are challenging for struggling readers.

featured resource



PBS KIDS Island is an innovative, free **online literacy program** that encourages children to improve their literacy skills while playing fun, inventive reading games!

On the Island, kids ages 3-6 can choose their own games to **customize their play experience**. Children win virtual prizes as they complete **literacy challenges** with all their favorite PBS KIDS characters and move through the eight levels of the program.

While children play, **parents and teachers can track their child's progress** in key literacy areas, including rhyming, letter identification, alliteration, phonics, letter sequencing, phonemic awareness, and vocabulary.

To sign up, visit wqed.org/edu



PBS KIDS Island and other great literacy resources are brought to you locally by:



watch!

Don't miss these engaging shows for every age!

Find out when these shows air on WQED-TV!



In **WordWorld**, words are truly the stars of the show! Come along for an adventurous romp into a colorful, vibrant world of words with the lovable, legible WordFriends – animals whose bodies are made up of letters that spell the word they represent.

ages 3-5



Between the Lions fosters children's literacy skills while playfully demonstrating the joys of reading. This puppet, animated, and live-action show is based on a detailed and rigorous literacy curriculum that was developed in ongoing consultation with reading professionals. The result is a lively, educational blend of phonemic awareness, phonics, vocabulary, and other teaching methods for young learners.

ages 6-8



WordGirl follows the everyday life and adventures of "WordGirl" (a.k.a. Becky Botsford) as she fights crime and enriches vocabulary usage, all in a day's work. In classic superhero form, WordGirl possesses superhero strength with the added benefit of a colossal vocabulary – which comes in handy as she battles and prevails over evil (albeit ridiculous and comical) villains.

ages 8-12



PBS News Hour Extra features breaking international news; extensive coverage of science, economics, health, and the arts; in-depth lesson plans for educators; and an entire section devoted to editorials and essays written by students with unique perspectives on issues and current events.

ages 12-18

Check out these great online resources for each grade!

K - Grade 2: **SuperWhy** and **Martha Speaks**

Grades 3 - 5: **Maya and Miguel** and **Haiku Builder**

Grades 6 - 8: **AdLit.org** and **Circle of Stories**

Grades 9-12: **American Masters** and **Poetry Everywhere**

click!



iQ: smartmedia is an educational initiative of WQED Multimedia.
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