

Neighbors In Child Care

A Newsletter
for Adults Who
Care for Young
Children

Fall 1992

WCTE
TOLEDO PUBLIC
BROADCASTING

**MISTER
ROGERS®
NEIGHBORHOOD®**



Dear Child Care Providers and Parents

It can take a long while for children to manage their feelings about being in child care, no matter how caring the provider may be. A mother told us, "On the long ride from work at the end of the day, I find myself picturing Jeffrey running up to me with a big bear hug, but" she went on, "when I get there, sometimes he acts as if he doesn't see me at all. Once he even ran to his teacher and cried that he didn't want to go home. There have been times I've had to pick him up and take him out the door by force. What a way for our evenings together to begin!"

Unpleasant as that lack of welcome may have seemed, way down deep Jeffrey was probably happy and relieved to be with his mother again. On the surface, however, he could be showing some anger at her for having left him in the first place.

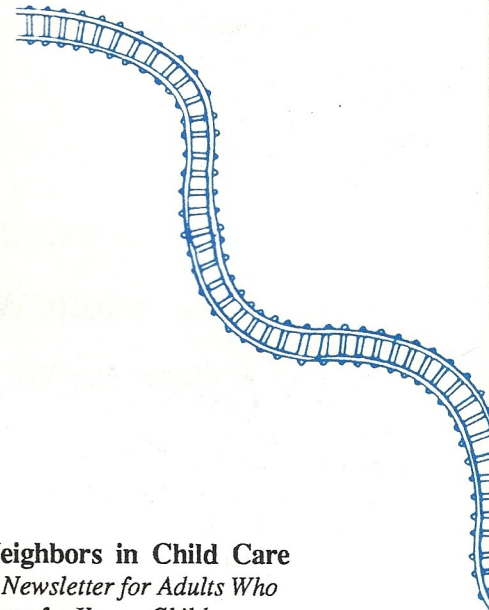
For Jeffrey, just getting used to his mother's coming and going will most likely help him handle any angry feelings about her absence. Each time she comes back to him, he will find it easier to trust that she will always return whenever she has to leave.

While parents may find themselves surprised and even hurt by their children's standoffishness at the end of the day, they can take comfort in the thought that all it probably means is that they are loved and loved a lot. Children aren't the only ones who find separations difficult. Providers and parents can help when they let their children know that they understand inside themselves how hard separations can be.

Holiday times, with changes in routines and added family stresses, can intensify some difficult feelings about separation. Nevertheless, one of the greatest gifts we can give at any season is the understanding that every human being - no matter what our age - has feelings about being with the people we love and being away from them. Encouraging our children and ourselves to experience and talk about those feelings in a natural way will serve us forever.

Most Sincerely,

Fred Rogers



Neighbors in Child Care
*A Newsletter for Adults Who
Care for Young Children*
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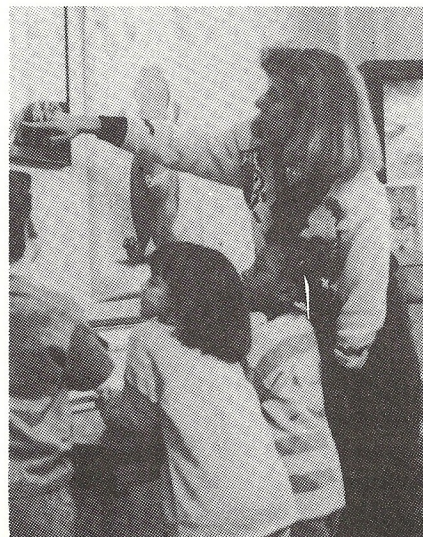
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Neighbors in Child Care is published quarterly by WGTE Public Broadcasting Foundation of Northwest Ohio. This newsletter is part of the research and demonstration project, *Extending "Mister Rogers' Neighborhood" to Child Care*, a joint venture of WGTE and Family Communications, Inc., the producers of MISTER ROGERS' NEIGHBORHOOD. The project has been funded by the Corporation for Public Broadcasting.

For more information about the project, contact your local public television station. Or, call Karen Roadruck, Project Coordinator at WGTE, Toledo (419) 243-3091; or Sam Newbury and Hedda Sharapan, Project Coordinators at Family Communications, Inc. (412) 687-2990.

PBS Stations and Child Care Providers Form New Partnerships

MORE THAN 7,000 child care providers and early childhood education professionals nationwide, along with 125 public TV stations, state networks and educational institutions, have become involved in *Extending "Mister Rogers' Neighborhood" to Child Care*. The project kicked off in January with a training teleconference produced by WGTE Toledo Public Broadcasting and Family Communications, Inc., the producers of *Mister Rogers' Neighborhood*. This training video, funded by the Corporation for Public Broadcasting, was presented around the country, from the rural areas of Alaska and Georgia, to the cities of New York and Boston.



Jane Fruchtmann of WGTE talks with children about public TV.

Partnerships with other agencies and community groups appeared to be the key to success. Stations, agencies and other institutions joined with schools, boards of education, and local social service and child care agencies to conduct training workshops. Community colleges are using both the training tape and the *Neighbors in Child Care* newsletter in their classrooms. And, in order to reach home providers, several PBS stations and state networks have aired the training tape, *Extending "Mister Rogers' Neighborhood" to Child Care*.

Whatever the format, and whoever the players, the ultimate winners in *Extending "Mister Rogers' Neighborhood" to Child Care* have been the child care providers. "It gives me and the kids something to look forward to each day," said one woman, while another added, "Even though my children are young, the newsletter keeps me focused on giving the best care I can."

Another participant appreciates hearing from her local PBS station, saying that "follow through is very important" after training, and "the newsletter shows you care."

What to do Next

This issue of *Neighbors in Child Care* is the fourth of four newsletters funded by the Corporation for Public Broadcasting. As it went to press, proposals were still pending through Family Communications, Inc., to publish additional issues next year.

In any case, you, the child care provider, have many of the tools already at hand to continue to watch and interactively use MISTER ROGERS' NEIGHBORHOOD. The valuable *Mister Rogers' Plan & Play Book* outlines for you activities for almost all episodes of Mister Rogers. If you have not yet obtained your own copy, you may want to look for it at your public library, or call Family Communications, Inc., at 412-687-2990 for current order information about this book and other valuable learning tools for parents and children. (Or, contact your local public TV station.)

You can also stay in contact with your local PBS station, which can supply you with MISTER ROGERS' NEIGHBORHOOD broadcast schedules, as well as information about the many other valuable PBS children's programs. Your local children's librarian can also help you to select books related to themes used on public TV programs.

The widespread and ongoing participation across the country shows that public television stations and agencies DO care. WGTE and Family Communications, Inc. appreciate the enthusiasm and dedication evident in all your efforts nationwide to use MISTER ROGERS' NEIGHBORHOOD and public television effectively and interactively in child care.

All PBS Preschool Programs in This Special Issue!

Barney, Lamb Chop, Thomas the Tank Engine – they're all here to guide you in this special year-end issue. In addition to the regular features you've come to expect – MISTER ROGERS' NEIGHBORHOOD trolley schedules and new Plan & Play activities – we've also included overviews of these other PBS preschool programs:

■ BARNEY & FRIENDS

The programs present Barney, the purple dinosaur, as a fuzzy stuffed toy that comes to life – and giant size – through the fantasies of six children, who invite preschoolers to interact with the characters, sing along, and learn while having fun. (See page 8)

■ LAMB CHOP'S PLAY-ALONG

This new series counteracts passive TV viewing by motivating children of all ages to participate actively in songs, stories, comedy, games and magic tricks. (See page 9)

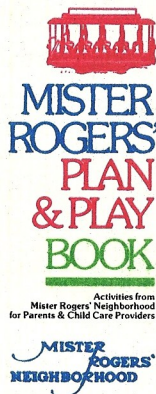
■ SESAME STREET

When SESAME STREET begins its 24th season in November, it will continue its emphasis on race relations with a focus on Latinos. (See page 10)

■ SHINING TIME STATION

This popular children's series tells tales about life in an enchanted railroad station, using dramatic narrative, music, animation and creative play. (See page 11)





How to Use the Trolley Schedule

THE TROLLEY SCHEDULE identifies episodes of MISTER ROGERS' NEIGHBORHOOD that PBS stations broadcast on specific dates. (Check with your local PBS station to find out if it broadcasts MISTER ROGERS' NEIGHBORHOOD on dates different from those on the Trolley.) The specific episode number corresponds to the program description and activities in the *Mister Rogers' Plan & Play Book*. The Trolley also shows days, dates and themes of the week.

Mister Rogers' Plan & Play Book is designed for use by parents, caregivers, early childhood educators and other child care providers. In addition to over 350 pages of clearly-written and easy activities, the book also includes words to many of the songs from MISTER ROGERS' NEIGHBORHOOD and a special section with recipes and how-to's. Copies may be ordered from Family Communications, Inc.; call the FCI Marketing Department at 412-687-2990 for current order information. Or, contact your local public television station.

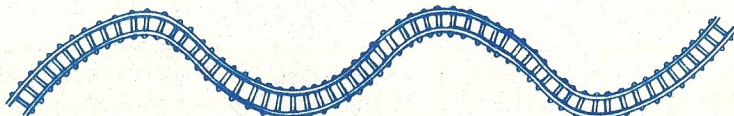
A Special Note

FRED ROGERS produces three new weeks of programs each year. These episodes are not included in the *Mister Rogers' Plan & Play Book* – however, the new week for November 23-27 is included in this newsletter. The 1992-93 PBS broadcast schedule that lists the entire next year's topics for MISTER ROGERS' NEIGHBORHOOD is now available from your local PBS station. The 1992-93 season is MISTER ROGERS' NEIGHBORHOOD's 25th season on PBS.

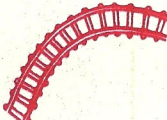
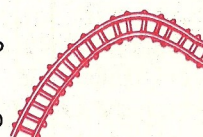
OCTOBER

	Monday	Tuesday	Wednesday	Thursday	Friday
This Week: PETS				1 #1499 Walking a Dog; Asking Friends for Help	2 #1500 Pandas at the Zoo; Quiet Birthday Fun
This Week: DIVORCE	5 #1476 Divorce is a Grown-Up Matter; McFeely Wedding	6 #1477 How People Make Pretzels; Feeling Pulled	7 #1478 Electric Cars & Electric Wheelchairs	8 #1479 Feelings about Divorce; What Can Be Repaired?	9 #1480 Real Feelings & False Faces; Going On an Airplane
This Week: CREATIVITY	12 #1501 How People Make-and Play-Spoons	13 #1502 A Visit to the Hospital Emergency Room	14 #1503 Staying Safe; Wearing Seatbelts	15 #1504 It Can Be Hard to Wait; Making Popcorn	16 #1505 A Musical Story by Fred Rogers: "Spoon Mountain"
This Week: FRIENDS	19 #1506 Sharing Can Be Hard; Visit to a Shoe Store	20 #1507 Musical Games; Talking About Feelings	21 #1508 Visiting Restaurants; Anger & Apologies	22 #1509 Even Friends Forget; Fife & Drum Music	23 #1510 Friendship is Important-for Caring & Fun
This Week: SUPERHEROES	26 #1466 Only Birds & Bats & Bugs Can Fly	27 #1467 Dinosaur Exhibit- Carnegie Museum; Vegetable Treats	28 #1468 Dreams Can Be Scary, But They're Not Real	29 #1469 Dressing Up Doesn't Change the Person Inside	30 #1470 Mister Rogers Rides a Back Hoe

NOVEMBER

	Monday	Tuesday	Wednesday	Thursday	Friday
This Week: GAMES	2 #1511 You Can't Always Win; How People Make Towels	3 #1512 You Don't Always Have to Play; Hide and Go Seek	4 #1513 Only People Have Feelings; How People Make Robots	5 #1514 It Takes Practice to Play Games & Make Fancy Cakes	6 #1515 Board Games & Musical Fun from Ella Jenkins
This Week: CONFLICT	9 #1521 There Are Many Ways to Solve a Problem	10 #1522 How People Make Money at the U.S. Mint	11 #1523 Communication: Braille & Cave Drawings	12 #1524 How People Make Marbles; Building Bridges	13 #1525 How People Make Record Players
This Week: WORK	16 #1526 How People Make Stamps; Spending Money Wisely	17 #1527 Visiting a Dairy Farm; Waiting	18 #1528 Fixing Things; Working for Good Changes	19 #1529 Grocery Shopping; Nobody Can Afford Everything	20 #1530 Mister Rogers Shows the T.V. Studio Where He Works
This Week: UP & DOWN	23 #1656 An Elevator Ride; Building with Blocks	24 #1657 Domino Display-Set up & Knocked Down; Making Blocks	25 #1658 A See-Saw Ride; Up and Down Exercises	26 #1659 Clarinetist Richard Stoltzman; Music Notes Up & Down	27 #1660 A Hot-Air Balloon Ride; Balloon Artist
This Week: FOOD	30 #1536 How People Make Applesauce; Feeling Hungry				

DECEMBER

	Monday	Tuesday	Wednesday	Thursday	Friday
This Week: FOOD		1 #1537 How People Make Tofu; Sharing Food with Others	2 #1538 Chef Brockett Makes Peanut Butter Snack	3 #1539 Truth Even Though Disappointed; Vegetable Soup	4 #1540 Costa's Homemade Spaghetti; Friendship
This Week: NO & YES	7 #1541 Portrait Artist-Dianne Dengel; Wedding Plans	8 #1542 How People Make Tricycles; Staying Safe	9 #1543 Chrissie Thompson Talks about Disabilities	10 #1544 Ring-Bearer Fears; When Parents Say No	11 #1545 Wedding In Make-Believe; Potter at Work
This Week: GRANDPARENTS	14 #1531 Trolley Museum; Homemade Trolley; Pretending	15 #1532 Straw Factory; Family Photos; Wind Chimes	16 #1533 Being with Grandparents; Antique Car	17 #1534 Grandparent Names; Neighborhood Opera Plans	18 #1535 Neighborhood Opera; Granddad for Daniel
This Week: MUSIC	21 #1546 A Young Pianist; Costa's Music Behind-the-Scenes	22 #1547 Cellist Yo-Yo Ma; How People Make Bass Violins	23 #1548 Ella Jenkins & Hand Rhythm Games	24 #1549 The Empire Brass Quintet; Creative Ideas	25 #1550 Happy & Sad Music; Bass Violin Festival
This Week: FAMILIES	28 #1551 How People Make Orange Juice; Cousin Mary Owl	29 #1552 Adoption Is One Way to Make a Family	30 #1553 Pediatrician Exam; Cousin Reunion Plans	31 #1554 Adoption Is Forever; Caring for Puppies	

Plan & Play Activities – November 23-27

Theme: Up & Down

Activities for this new week of MISTER ROGERS' NEIGHBORHOOD programs (November 23-27, #1656-1660; check your local PBS station for exact broadcast dates and times) are too new to be included in the *Mister Rogers' Plan & Play Book*. So we've included them here for your convenience.

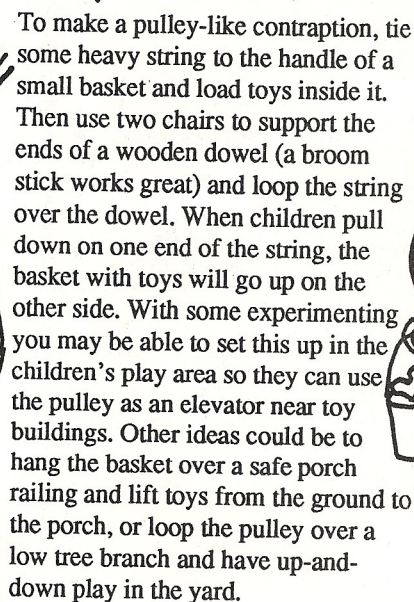
THOUGHTS FOR THE WEEK from Fred Rogers: As adults, we often forget that children always have to look up at grown-ups and other objects in their environment. They sometimes feel that the most interesting items are stored high up and out of their reach. Having to look up at the world can make children feel small and powerless. They often enjoy viewing the world from a higher vantage point, such as a parent's shoulders or a safe porch railing, because it gives them a new perspective on the world.

Up and down can have special significance for children who have recently mastered the ability to stand up and not fall down. Little wonder that they often like to build things up and knock them down again! They feel a great sense of power over the blocks or toys that fall because they make it happen. It's easy for adults to become annoyed with this fascination for knocking things down when we aren't aware of its significance; but sensitive caregivers soon find ways to support children in learning more about up and down, and helping them learn to handle some of the ups and downs in their lives.

#1656

Mister Rogers and Mr. McFeely take a ride on an elevator and an escalator. In the Neighborhood of Make-Believe, Corny needs Handyman Negri's help to load a chair on an up and down pulley, and Lady Elaine receives a special delivery for the Museum-Go-Round: a hydraulic platform that goes up and down.

UP AND DOWN PULLEYS

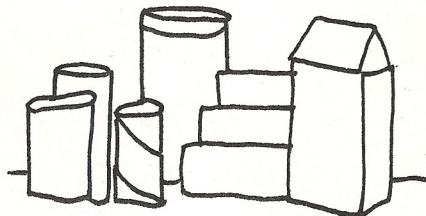


To make a pulley-like contraption, tie some heavy string to the handle of a small basket and load toys inside it. Then use two chairs to support the ends of a wooden dowel (a broom stick works great) and loop the string over the dowel. When children pull down on one end of the string, the basket with toys will go up on the other side. With some experimenting you may be able to set this up in the children's play area so they can use the pulley as an elevator near toy buildings. Other ideas could be to hang the basket over a safe porch railing and lift toys from the ground to the porch, or loop the pulley over a low tree branch and have up-and-down play in the yard.

#1657

Mister Rogers visits Negri's Music Shop and watches a guest set up thousands of dominoes that fall down in a fancy pattern. In the Neighborhood of Make-Believe, Robert Troll steps on Lady Elaine's new elevator and when it lifts him up, he thinks he's flying. Mr. McFeely arrives at Mister Rogers' house with construction paper blocks.

CARDBOARD BLOCKS

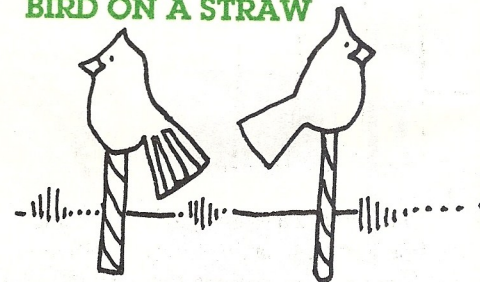


Lightweight boxes and clean milk cartons make good toys for children to build up and knock down without hurting anyone. You might want to let the children bring in cereal, pudding, cracker or oatmeal boxes from their homes to add to the collection of lightweight blocks. You will probably want to set some rules about building up and knocking down, such as not being allowed to knock down another's creation without permission. The children can store the blocks in a large carton or on a shelf near their play area.

#1658

In the Neighborhood of Make-Believe, King Friday gives Mayor Maggie and Neighbor Aber the task of finding someone to give dancing lessons to his two wooden birds, Polyglottos and Troglodytes aedon. Mister Rogers shows how to make a bird on a straw.

BIRD ON A STRAW

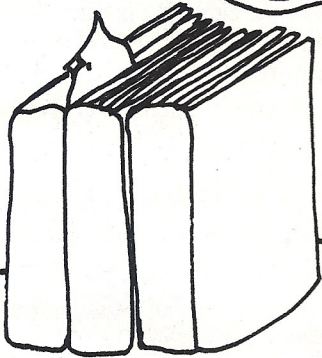
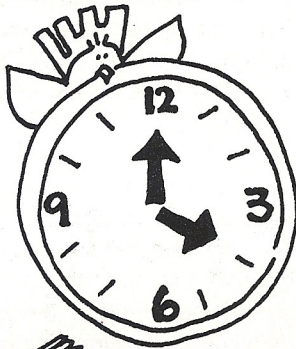


Children can make their own bird puppets by cutting out pictures of birds, pasting them on construction paper and then taping them to a drinking straw. It's a good idea to let the children select their own bird pictures. Or, they may prefer to draw a picture of a bird themselves and have you help them cut it out and attach it to the straw. It's important to see that each child's bird is special...and that no two are alike. Older children might want to make a set of bird puppets that might represent a family or friends. See what kinds of stories the children can create with their new puppets.

#1659

Mister Rogers plays some up and down music and visits with clarinet player Richard Stolzman. In the Neighborhood of Make-Believe, King Friday's wooden birds are missing! Robert Troll took them for a walk, but the neighbors of Make-Believe don't know where they've gone.

WHERE'S THE BIRD?



Children often enjoy playing hide and find games. It can be a way of helping them work on feelings about being away from their parents and being together again. You can begin this game by hiding a toy bird or picture of a bird while one child either closes his or her eyes or is out of the room. The other children can give hints on where to look – up higher or down lower. When the child has found the bird, he or she can do the hiding for the next child. It's best to play this game in small groups of three or four so that everyone has a chance to find the bird.

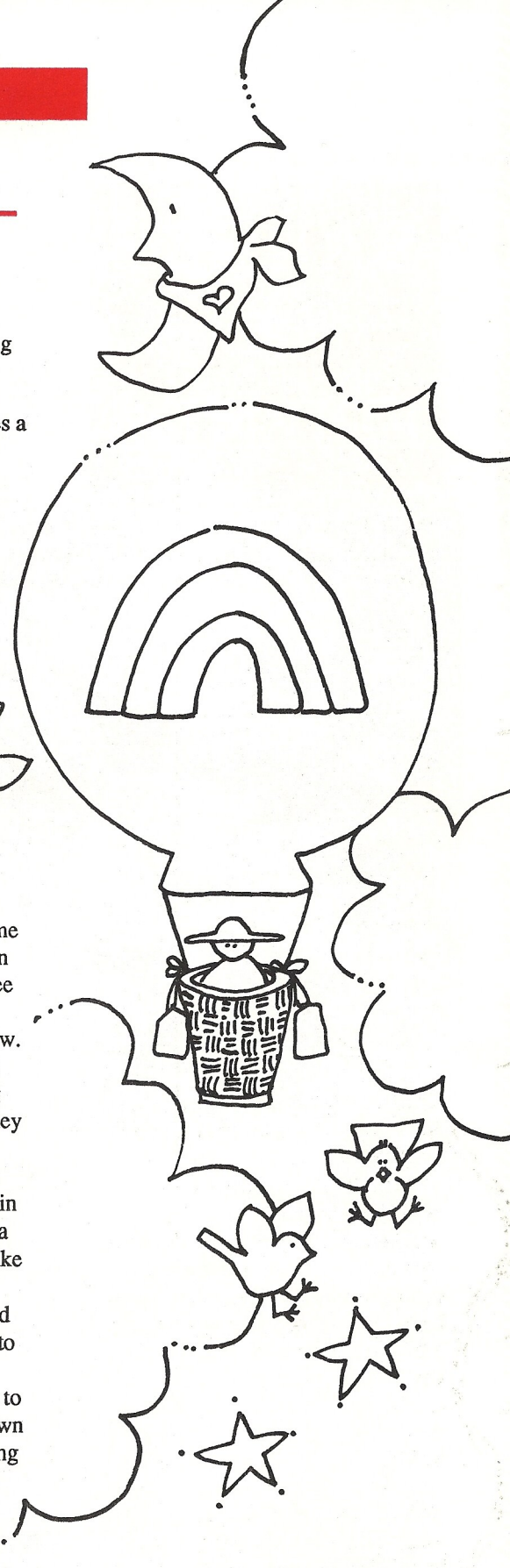
#1660

Bruce Franco, who makes balloon animals, visits Mister Rogers and shows how he sculpts balloons into animals and other figures. In the Neighborhood of Make-Believe, King Friday's birds are found, and Lady Elaine's elevator stops going up and down on its own! Mister Rogers takes a ride in a hot air balloon.

UP IN THE AIR

You might want to take the children outside for a walk and pause from time to time to look up in the air. What can the children see? (birds, airplanes, tree branches?) When you get back, you could ask them to recall what they saw. Can they imagine what it would look like if they were up in the air looking down? What kinds of things might they see down below?

You could also ask the children to close their eyes and pretend to be up in the air. They could imagine being in a hot air balloon, or what it would be like to be birds, or riding in an airplane. When they've had a chance to pretend for a few moments, they might want to tell you a story about what they imagined. Some children might want to make pictures and have you write down their stories to make books about being up in the air.



BARNEY & FRIENDS



Barney, a six-foot-tall purple dinosaur, uses music, imagination and entertainment to involve preschoolers on BARNEY & FRIENDS.

DINOSAURS HAVE LONG been the rage among the preschool set, and Barney, the six-foot-tall, purple star of the PBS series BARNEY & FRIENDS has only encouraged that trend. Targeted to children ages two to five, the series is guided by principles of early childhood education and uses music, the power of imagination, and entertainment to involve young viewers. Barney is joined by his friends, an ethnically mixed cast of eight children who play along as they learn. Because of children's fascination with dinosaurs and the engaging nature of music and song, children are naturally drawn to BARNEY & FRIENDS. Due to its sound educational basis, parents across the country are embracing the series as well.

Created by two mothers with master's degrees in education and teaching experience, Barney is a terrific leader for children. Each episode emphasizes language development, physical activity and social interactions. Every program centers on a specific theme, which naturally involves using one's own imagination – a critical element in developing creative thinkers. The themes incorporate problem-solving situations that stimulate and challenge the development of critical thinking skills.

For example, in "What's That Shadow?," a sudden thunderstorm chases the children into the classroom when they are frightened by the rain, thunder and lightning. Barney arrives and tells them how to use positive thoughts and their imaginations to change their fears into fun. The children make silly monster artwork, and then pretend they are funny, friendly monsters. In "A World of Music," Barney and the children use their imaginations to travel to Scotland, Israel, Africa and Mexico to learn about different songs, costumes, and customs. They also learn that several of their

favorite songs have roots in other lands.

Some of the other themes include nutrition, manners, everyone is special, and friendship. One of the episodes that addresses a more serious subject is "My Family's Just Right for Me." When Kathy is not excited about Family Night at her school, Barney discovers Kathy thinks her family is too small with only a mother and grandmother. Sure enough, Barney and the rest of the children show Kathy that a family that loves you is *always* big enough.

Kathy Parker, M.S., is the series' co-executive producer. She describes the show's educational philosophy:

"Our goal is to provide a learning opportunity that focuses on enhancing the development of the whole child. This includes the cognitive, social, emotional, and physical areas of development. As each area of development is carefully researched by a team of early childhood specialists reflecting a multicultural background, special attention is given to the unique styles of young children. Barney and the cast members model positive prosocial behaviors and provide likeable, fun personalities with which young children of all ethnic groups can easily identify. Their activities, such as singing, dancing, and clapping invite active participation by the audience. The songs and choreography are presented in a simple repetitive style – a key for successful learning for young children."

At the end of each episode of BARNEY & FRIENDS, Barney concludes with a short talk directed to the viewer, known as "Barney Says." This closing reinforces and summarizes the episode's events as well as the educational concepts presented. BARNEY & FRIENDS provides an opportunity for young children to develop in all areas. But, the best part is that young children have fun while learning.

Videotapes, audiotapes, books, coloring books and other items are available for BARNEY & FRIENDS. Please call 1-800-683-7436 for information.

LAMB CHOP'S PLAY-ALONG



Shari Lewis and Lamb Chop have made it their mission to keep a new generation of children active and learning.

LAMB CHOP'S PLAY-ALONG has been hailed as television's first "anti-couch potato" show. Shari Lewis' motto is, "Don't just view it, *do* it!" Her focus is on audience participation, for she feels that our youngsters have become passive consumers – they listen to music instead of making it, they buy crafts instead of inventing their own, they watch sports instead of playing them.

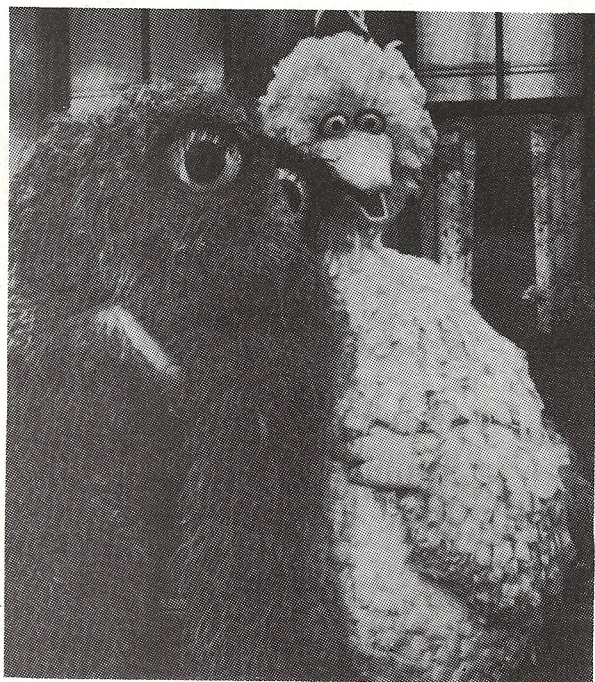
So LAMB CHOP'S PLAY-ALONG involves children physically, mentally, musically, rhythmically, verbally and imaginatively. Young viewers don't just sing along, they dance and hop and turn along, spell along, count along, rhyme along and chime in, in many different ways. They are stimulated to be part of the stories on each show, by pretending to be characters within the tale or by creating repeated sound effects. They play games, do simple tricks, learn easy crafts and make instant puppets.

Youngsters join Shari and her cast as they learn about colors, shapes, animals, music, history, classic stories, and foreign cultures. The series focuses on expanding observational skills, pre-reading skills (including phonics), numbers skills, and manual and physical dexterity.

The demographics of viewers who watch LAMB CHOP'S PLAY-ALONG are startling: both the ratings and the fan mail indicate that about half the audience is made up of children ages 2 to 6, while one-fourth of the viewers are 6- to 9-years old, and the rest are adults who were brought up on Lamb Chop and are watching the show whether or not they have children! Shari feels that it's very important that adults watch TV along with their children. Only then can they understand their children's interests and capacities.

This year, LAMB CHOP'S PLAY-ALONG was nominated for four Emmys, and Shari Lewis won the Emmy for Outstanding Children's Entertainer. The program is recommended by the National Education Association (NEA), the American Association of School Administrators (AASA), and the Music Educators National Congress (MENC). For more information about the program, contact your local PBS station or write to LAMB CHOP'S PLAY-ALONG, c/o WTTW, 5400 North St. Louis Ave., Chicago, IL. 60625.

SESAME STREET



Big Bird and Snuffy are best of pals as they survey their favorite street. SESAME STREET begins its 24th season in November.

AND THE "STREET" GOES ON...

With its 25th anniversary only a year away, SESAME STREET is often looked upon as one of the "old masters" of educational programs for children. It is a show that has helped to teach two decades of preschoolers the skills they need to make a successful transition from home to school, focusing particularly on children in economically disadvantaged areas, where learning opportunities are

limited. And it has managed to make the acquiring of those skills a joyful experience.

Being a revered "old master" hardly means SESAME STREET is static or unchangeable, however. Instead, the revolutionary thinking and creativity that introduced Big Bird and his fellow residents of 123 SESAME STREET into the hearts and minds of American children in 1969 is still at work, experimenting with new ways to reach ever more preschoolers.

To ensure that the program keeps up with the changes that are

shaping our world, research and testing are still the mainstay of SESAME STREET. Every year the research staff brings together specialists in early education and child development to adjust the curriculum to the changing needs and greater demands on kids today, as well as to reflect the latest information

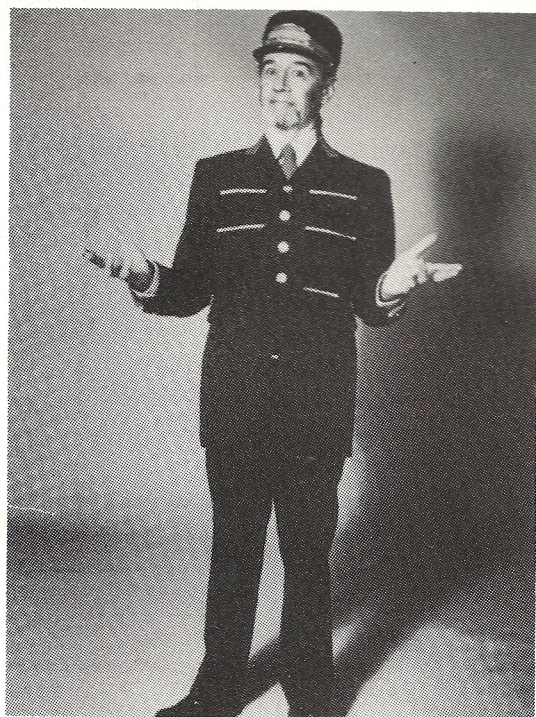
on how young children learn. New characters have been added to help children understand their own feelings as well as the different viewpoints of people around them. Topics such as marriage, birth, death, racial harmony and other emotional issues are woven into the story line in a way that children can understand.

To reinforce appreciation and respect for other cultures, SESAME STREET has gone on location, visiting families in Hawaii, the neighborhoods of New York, and spending time with the Crow Indians in Billings, Montana. This season, the focus will be on the Latino culture, including visits with Cuban, Puerto Rican and Mexican families around the country. A new season of SESAME STREET programs starts this November.

Because the first six years of a child's life are the most critical to mental development, parents and others who care for young children must work to see that the experience of those years propels a child forward so that he or she is ready for school. To that end, the *Sesame Street Preschool Education Program (PEP) Initiative* was developed in 1990. Based on SESAME STREET viewing, child care providers are shown how to reinforce the program's lessons and concepts through activities, with a special emphasis on storybook reading. Check with your local PBS station to see if *Sesame Street PEP* is available in your area.

For more information about SESAME STREET programs, contact your local PBS station or write to Children's Television Workshop, One Lincoln Plaza, New York, NY 10023.

SHINING TIME STATION



George Carlin plays the magical 18-inch-high Mr. Conductor on the award-winning PBS series SHINING TIME STATION.

SHINING TIME STATION, the popular PBS series created and produced by Britt Allcroft and Rick Siggelkow for Quality Family Entertainment, Inc., is intended for preschool audiences ages 2 to 7 years old. The show features a warm blend of wholesome fun and important life lessons. At SHINING TIME STATION, children have an instant sense of belonging as they enter the enchanted, old-fashioned whistle-stop on the Indian Valley Railroad, home to many charming characters and the setting for magical events. For each child, it's a special place that encourages them to think, dream, imagine and explore.

SHINING TIME STATIONS's primary aim is to complement the child-raising efforts of contemporary parents whose own values, developed in the '60s and '70s, parallel the program's nonviolent, multicultural family spirit. In this way, the series offers parents and their youngsters a TV experience they can share together and use as a springboard for family discussions. Recent data on illiteracy reveals that its increase among U.S. children has more to do with a breakdown in family values and communication than it does with inadequate education. By reviving the unifying tradition of storytelling, SHINING TIME STATION offers parents a valuable literacy tool.

With colorful characters, lively music, spirited animation, creative play and the romance of railroad legend, the series devotes each half-hour episode to a thematic story – about friendship, responsibility or honesty – and a particular moral, such as valuing fair

play over the imperative of winning. As a result, SHINING TIME STATION is more than a place of make-believe – it's a framework for real life.

In an episode entitled "Does It Bite?," for example, interacting with new people causes a certain amount of anxiety for both Matt and Tanya. But as they get to know Harry and Mr. Conductor better, the children see how they can overcome their fears by making new friends.

Due to an emergency on the rail line in the episode "Faith, Hope and Anxiety," Harry has to break his promise to take the children fishing. As they learn to cope with disappointment, they discover that there is very often a bright side to gloomy situations.

In "Oh What a Tangled Web," Dan and Kara learn they don't have to lie to win Becky's friendship. And in "All's Fair," Billy and kids learn to appreciate the difficulty of Stacy's job as station master, and more importantly, everyone learns the great value of home and friendship.

There is evidence, in the hundreds of letters that SHINING TIME STATION receives from its viewers each week, that American children have come to see the colorful characters on the series as true playmates and realistic role models. The series offers the timeless appeal of a place to belong, the comfort of friends close at hand, and the adventure of learning through self-discovery. Children are willingly held fast by SHINING TIME STATION's compelling storybook style; and parents, many of whom encourage their children to watch, appreciate the gentle messages that reflect traditional values.

For more information on SHINING TIME STATION, contact your local PBS station or write to Quality Family Entertainment, 1123 Broadway, Suite 806, New York, NY 10010.



And the Winners Are...

In the last issue of this newsletter, we asked you to fill out a questionnaire telling us what you like about it and what you want to see in future issues. The response was impressive. We received 190 replies from across the country, along with some very helpful information and suggestions. We extend a hearty **THANK YOU** to all who participated in our effort to determine the value of our publication to child care providers and others who care for young children.

Those of you who responded by July 31 were entered in a drawing to receive one of four MISTER ROGERS' NEIGHBORHOOD puppets. Congratulations to the following randomly-picked winners:

- Denise Brown of Rapid City, South Dakota;
- Wanda Butler of Mobile, Alabama;
- Tammy Loch of Northwood, Ohio; and
- Mireya Taylor of Philadelphia, Pennsylvania.

If you would like to purchase your own puppet from MISTER ROGERS' NEIGHBORHOOD, all are available from:

Family Communications Inc.
Marketing Department
Call 412-687-2990 for current order
information.



**Neighbors
In Child Care**