



What Makes

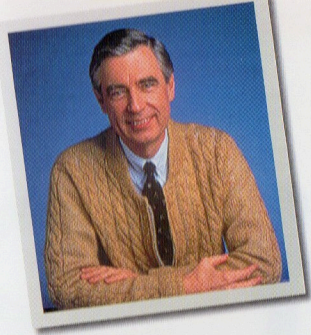
**MISTER  
ROGERS'  
NEIGHBORHOOD<sup>®</sup>**

Unique?

(Millions of children know...do you?)







"Mister Rogers' Neighborhood makes us, young and old alike, feel safe, cared for, and valued... Wherever Mister Rogers is, so is sanctuary."

— TV Guide, 50 Greatest All-time TV Stars

**M**ister Rogers' Neighborhood is a unique television experience... a "visit" between Mister Rogers and the viewer.

Like a caring neighbor, Mister Rogers creates a relationship with young children, exploring things that matter in their everyday world...feelings, questions, concerns.

Through powerful messages about each person's uniqueness, children come to appreciate that they are special — and so is everyone else in this world.

Based on child development and early education principles, *Mister Rogers' Neighborhood* is a carefully structured program that can help children develop the important skills they need for learning in and out of school. Research confirms that *Mister Rogers' Neighborhood* can help children be more able to:

- Manage frustration
- Keep on trying
- Pay attention and follow directions

and be more willing to:

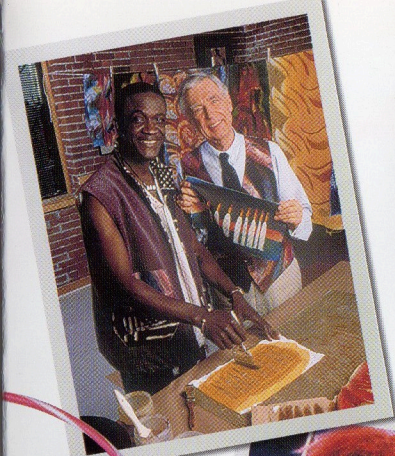
- Cooperate
- Share
- Get along with others

Deliberately slow-paced, *Mister Rogers' Neighborhood* allows children time to reflect on what they see and hear. All of its parts are related — because that's how young children learn best.

Each week, *Mister Rogers' Neighborhood* explores a major theme of childhood, through the real world and a Make-Believe puppet story.







Regular neighbors and special guests — musicians, artists, teachers, plumbers, athletes — help children see and appreciate the variety of ways that people express who they are and what they're feeling. Many Neighborhood programs include a visit to a factory where people make things familiar to children and their families.

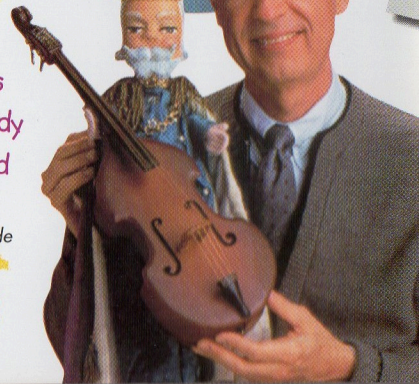


While many adults wonder what makes this television program so fascinating, the children know: Mister Rogers offers a place where they feel accepted and understood, where everyone is welcome no matter what he or she looks like, or what he or she can or cannot do.

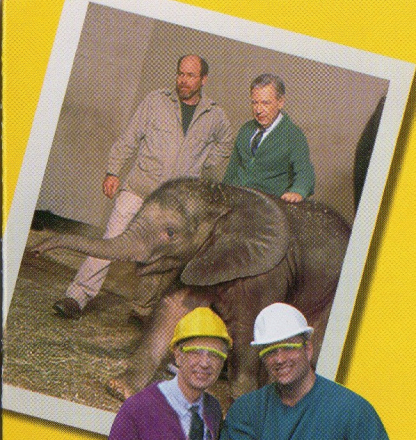
*"TV is all about coveting, but Mister Rogers' Neighborhood is about appreciating what you already have, about caring for others and seeing the best in them."*

— TV Guide

[www.misterrogers.org](http://www.misterrogers.org)  
[www.pbs.org/rogers](http://www.pbs.org/rogers)







**Getting the Most From *Mister Rogers' Neighborhood***  
**Watch with your child, if you can.** Mister Rogers often asks questions or leaves silent time for children to think about what he's said. When you are nearby you can hear your child's reactions. Just having you there can make something more meaningful for your child.

**Suggest play or activities from the ideas offered on the program.** You'll find lots of ideas in the things Mister Rogers shows and does.

**Talk with your child about the program.** Talk about what happened during the program. How do they think a person or puppet felt? Have they ever felt that way? Have you ever felt that way? When you listen to your child's ideas and when you share your own, you're saying "I care about you."

**Use the Neighborhood in everyday situations.** Because Mister Rogers sings and talks about common experiences in childhood, you might find many times during the day when you can refer to his songs, his "important talk" and other things that have happened during his visits in your home.

"Mister Rogers' Neighborhood is as much an icon of childhood in America as Mickey Mouse and Cheerios."

— Newsweek Magazine





"You make e





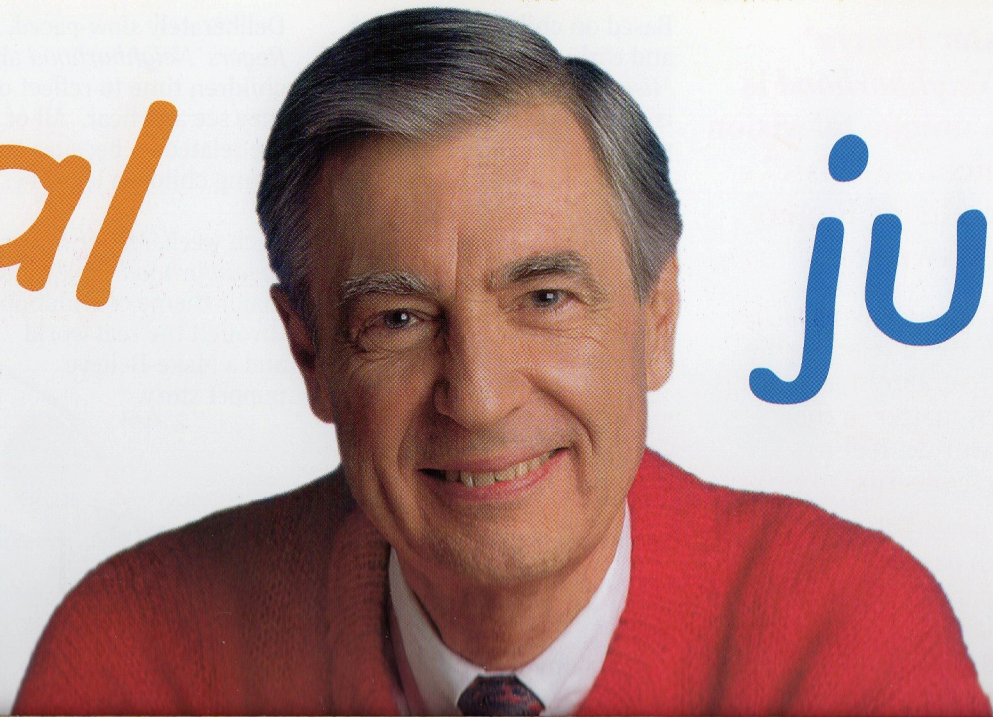
ach day spec





ial/

just b





y being you!!!

— Mister Rogers

