

PRESIDENT'S MESSAGE

SERVING KIDS & FAMILIES



James R. Pagliarini

It's back to school time, and this is the perfect opportunity to talk about *tpt*'s commitment to helping the kids in your life succeed.

Children's programming at *tpt* and PBS has a long history of purpose and excellence. The story begins in 1966, at a small dinner party in New York City, where a novel idea was discussed: Could television be used as the great education medium of the future? And in particular, could it be used to educate a new generation of children?

Luckily for us, this was no ordinary dinner party, and one of its attendees was the Vice President of the Carnegie Corporation. Soon after – with help from Carnegie, as well as other private foundations and the federal government – the Children's Television Workshop was created. And shortly thereafter public television first aired *Sesame Street*.

Over 40 years later, PBS remains the best source for children's programming on television. Today there is no other media organization more committed to – or more successful – in using the power of media to engage, educate and entertain our youth. Today, we not only have *Sesame Street*, but we have

WordWorld strengthening literacy skills, *Martha Speaks* building vocabulary, and this fall we will debut *The Cat in the Hat Knows A Lot About That!* (see page 17), which will help children explore science and nature.

Beyond the screen, there are even richer resources to explore online (tpt.org/kids.) Whether you are a grandparent, parent, uncle or aunt, teacher, big brother or sister, there is a treasure trove of games, activities, videos and articles geared towards getting kids ready for school, teaching STEM (Science, Technology, Engineering, and Mathematics) and enhancing social skills.

And outside of PBS programming, here locally, *tpt* is making an even greater commitment. In our recently completed Strategic Plan, our board of directors and staff have set an ambitious goal: to re-double our commitment to kids and caregivers. In the coming months you will see changes in our website and our program schedules. We will be especially focusing our work on addressing achievement and school-readiness gaps among children in our community.

Each month, tpt serves 100,000 children. The difference we make is palpable, from Gen X'ers who learned their ABC's with Big Bird, to today's preschoolers watching WordGirl on their computers. That commitment that started over dinner in 1966 is alive, and well, and vibrant. We are committed to you, to your kids, and to providing enriching content that helps their dreams come true.