

Some children on the show have broken eggs, mixed batter, and helped Al-the-Chef cook French toast. Others have sung Woody Guthrie songs with folksinger Bill Staines, learned about clowns, animals, weaving, leathermaking, origami, pantomime and architecture.

#### Testimonials

Thomas Cosgrove, one of Malden's Assistant Superintendents, has lauded the show for giving students "an insight into what really makes a television program tick." And one of the teachers whose class participated in the show has stated that the program "extends to the community a bond of friendship in a personal sense which they should be unwilling to turn their backs on." The greatest praise for the show has come from students themselves. "Thank you very, very much for inviting me to Cablevision 13," writes third grader Hari Reddy. "I liked it because I like to explore the world around me. I always wished I could go on TV and now my wish came true and you are the one who made it come true." Dougie Ell of the Maplewood School wrote us that he and his classmates "liked the animals and I think that the animals liked us too. Mr. Meyers and Mr. Frochlick we all liked them very much. I think I liked the biggest snake the best."

Jimmy Burns was impressed with another aspect of his Channel 13 experience. "I liked the control room and all those buttons. You sure must have to work hard. I liked those little TV sets too. It must be fun working in the control room and when I grow up I'm going to work in a control room like you."

Myles Halsband



John Le Baron

#### Studio Tours

According to Producer Halsband, who is a former teacher with expertise in innovative teaching methods, the tour of the studio and control room is as important as the show itself. "What we are doing," he says, "is building visual literacy. For my generation television was a passive experience. We just stared at the tube for hours on end. We'd like to teach today's children how to make shows themselves; they should know how to run cameras, control audio levels and select the proper video source. Television for them will then become a medium of participation and communication rather than one of the first steps in stimulating children to be visually active and literate human beings."

Kids Today is now in its second year of production. Paul Rabin, the station's programming manager, feels that the show is an ideal model for the educational use of cable channels. "This is exactly the kind of cooperative effort we need to encourage," he says. "Parents enjoy the program because it allows them to see their children on TV and to vicariously experience what their children are feeling and thinking."

Teachers and educators feel that the show helps to extend the curriculum and to bring education outside the classroom. Children themselves seem to be watching the show avidly. The cable company welcomes the show because it stimulates more people to subscribe to cable television. Every child who appears on the show probably creates eight or ten viewers including parents, grandparents, friends and relatives.

