

Learning Channel gets preschoolers ready

By Dan Rice

In its report "Ready to Learn: A Mandate for the Nation" the Carnegie Foundation for the Advancement of Learning revealed that 35 percent of America's children are not ready to learn when they begin school. The report stressed that better pre-school preparation would make use of television as a teacher.

In direct response to the Carnegie report, cable's The Learning Channel has created *Ready, Set, Learn!*, a commercial-free block of weekday programming geared to give preschoolers a head start on reading and social interaction. *Ready, Set, Learn!* commences on Monday, Dec. 28.

The block of six half-hour series has as its host children's singer/songwriter Rory. The cornerstone of the block is *The Magic Box*, a reading program designed by education pioneer Wendy Pic that uses "whole language" techniques as well as a rap-singing Alphabet Soup Woman to hook 2- to 5-year-olds on the ladder to literacy.

Bookmice reinforces the desire to read with its cast of puppets and people in a library setting. The fun of learning is the focus of *Iris, the Happy Professor*. The birdlike puppet Iris covers such subjects as the four seasons and the ocean with song and humor. The puppet players of *Kitty Cats* attend to problem solving and honing interpersonal skills, while the multi-cultural adults of *Join In!* encourage their young viewers to share activities with them. Learning social lessons along the way. Finally, there's an old favorite, *Zoobilee Zoo*, offering animal-costumed actors who employ song, dance and magic to foster imagination in viewers.

The Learning Channel, with a subscriber base of 18 million in the U.S., hopes to pick up some foundation funding for *Ready, Set, Learn!*, just as similar public-television programs do. The revenues lost from the exclusion of commercials from the block will be substantial, but TLC's aggressive promotion of *Ready, Set, Learn!* to parents' groups and day-care centers is likely to attract new viewers to its regular slate of commercially sponsored programming.

© 1993 TV Learning Inc.



On Monday, The Learning Channel unveils *Ready, Set, Learn!*, a daily, commercial-free block of programs for preschoolers. Shows like *Bookmice*, *Join In!* and *Kitty Cats* are designed to help prepare children for school.

FRIDAY

Friday on CBS, Jane Seymour stars in *Dr. Quinn, Medicine Woman*, the story of a lady doctor on the American frontier. Joe Lando co-stars in the preview; the series begins on Saturday.

© 1993 TV Learning Inc.

Let Us Save
You 20%

Just Purchase a GIFT CERTIFICATE
Before December 31 for a Massage,
Facial and/or Pedicure
Pamper Someone Special!

Envy's & Co.

INCIDENTALS • AND • UNNECESSARY • NECESSITIES
7434S WALSTED • FARMINGTON HILLS • CONCORD PLAZA
477-2733 or 477-2745 Exp. 2/20/93