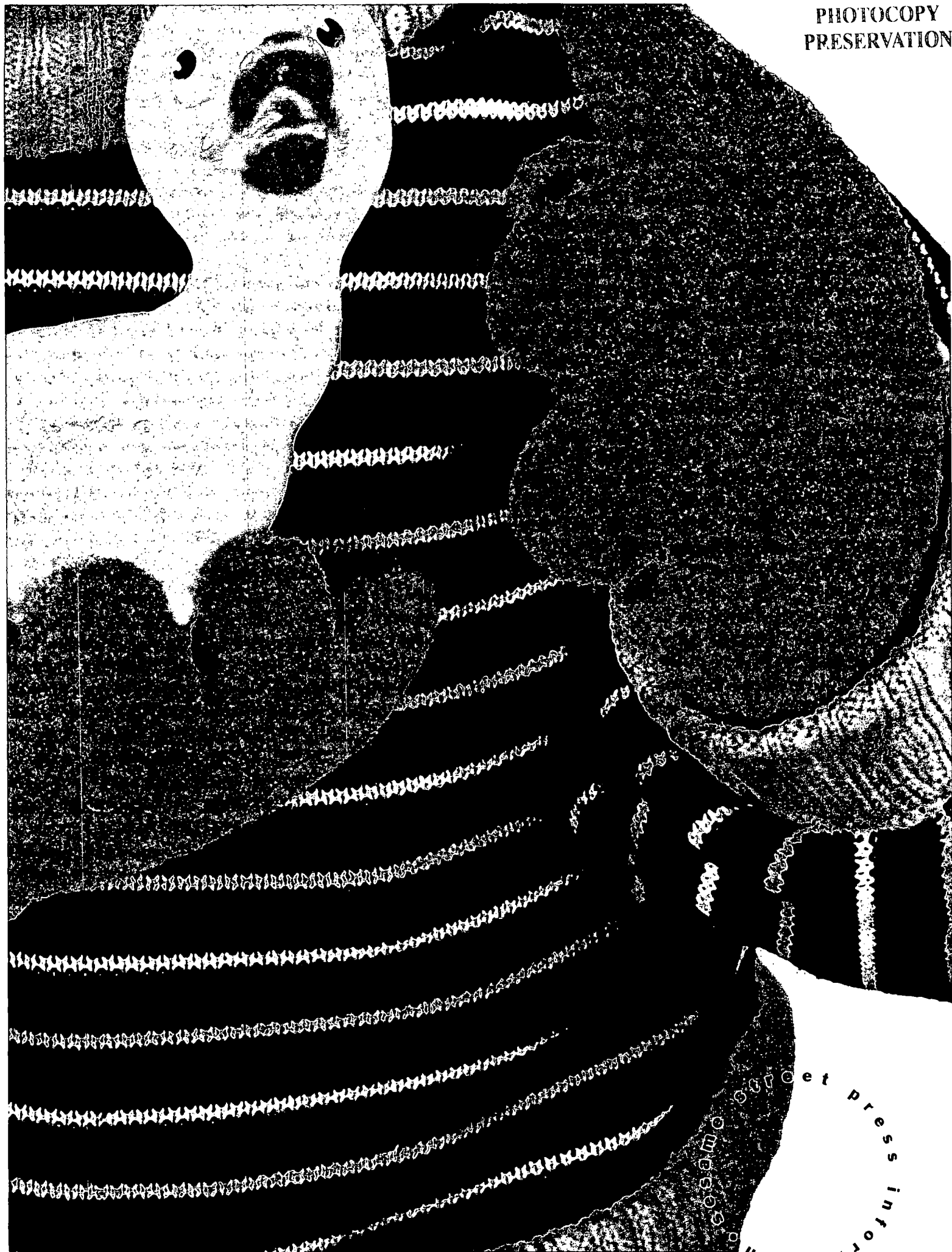


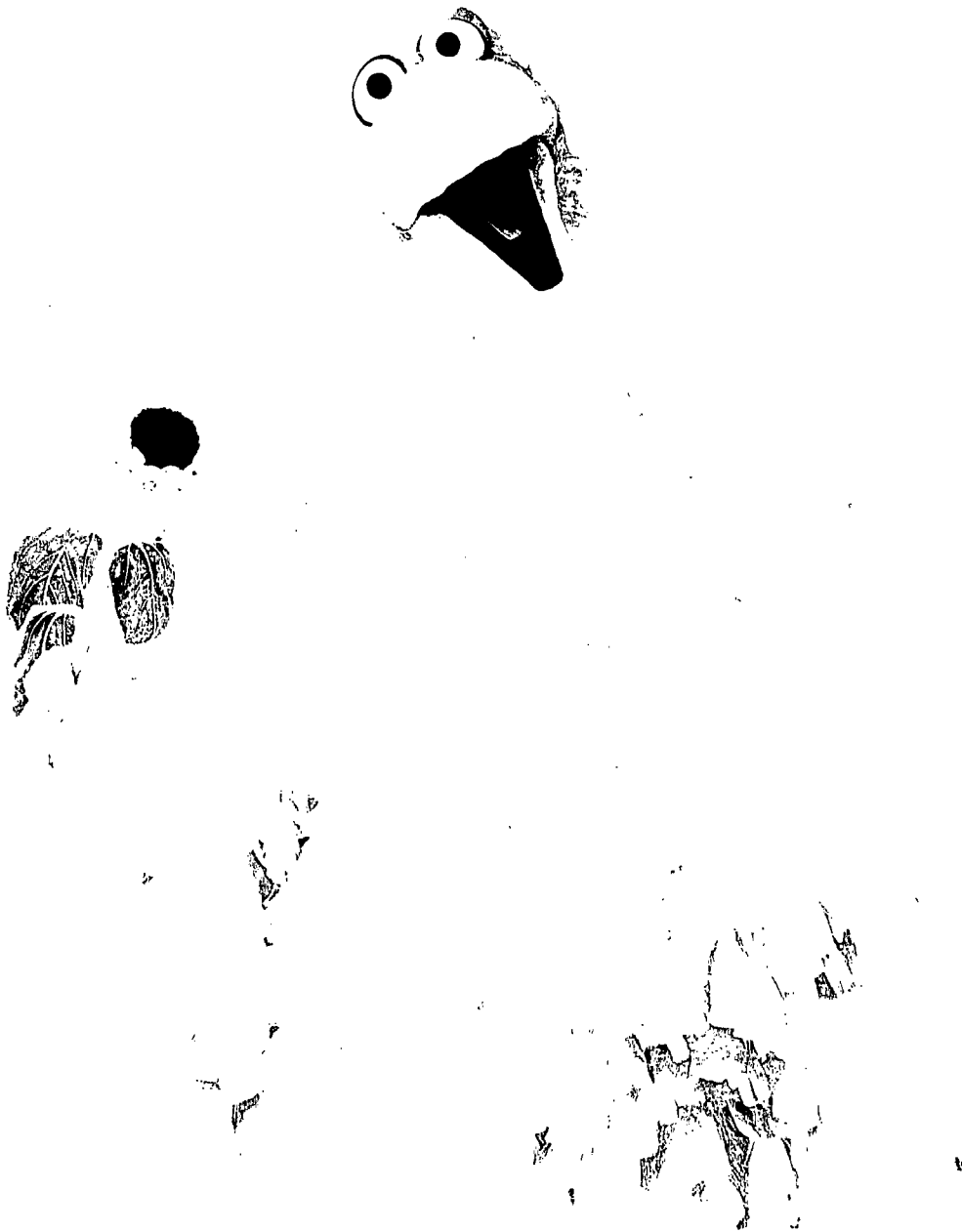


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**JOIN BIG BIRD, SESAME STREET'S FAVORITE FRIEND,
IN CELEBRATING SESAME STREET'S 27TH SEASON.**

The season begins November 20 on PBS. (Check local listing.)

Photo: John Barrett/CTW

Contact: Anna Bondoc/Ray Badner (212) 875-6925/6434



MUPPET TIME ON SESAME STREET (Left) Pals Elmo and Zoe having a swinging time. (Right) Bert and Ernie enjoy one of their favorite books. *Sesame Street* kicks off its 27th season on PBS beginning Monday, November 20 (check local listings).

Photos: (Left) John Barrett/CTW; (Right) Eduardo Patino
Contact: Anna Bondoc/Ray Badner (212) 875-6925/6434



FAMILY FUN ON SESAME STREET (Left) Big Bird shares his magic and entertains his friends Maria (Sonia Manzano), Luis (Emilio Delgado), Gabby (Desiree Casado), Elmo, Zoe and Rosita. (Right) Susan (Loretta Long), Gordon (Roscoe Orman), Miles (Imani Patterson), Zoe and Elmo play together on the street. *Sesame Street* kicks off its 27th season on Monday, November 20 on PBS (check local listings).

Photos: John Barrett/CTW
Contact: Anna Bondoc/Ray Badner (212) 875-6926/6434

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Here are some bookmarks for you!

CTW

SESAME STREET®

EXERCISE

your head
Ghostwriter
READ

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Description of Item(s) 6 color slides depicting Sesame Street characters. @1995 from John E. Barrett, Barbara Nitke and @1994 Don Perdue all credited to the slide images

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STAR-STUDED LINE-UP FOR 27th SEASON OF *SESAME STREET***Premieres Monday, November 20th on PBS**

NEW YORK, November 20, 1995 -- Tony Bennett, Ellen DeGeneres, Ray Charles, The Spin Doctors, Shari Lewis, David Robinson, Patrick Stewart, Mary Chapin Carpenter and Laurence Fishburne are among those set to guest star in the 27th season of ***Sesame Street***, the award-winning Children's Television Workshop show, which begins on Monday, November 20th on PBS (check local listings).

Sesame Street will continue with its internationally acclaimed method of incorporating education with entertainment -- helping preschool children attain basic reading, writing, literacy and pro social skills while having fun. With the assistance of Big Bird, Elmo, Oscar the Grouch, Zoe, Rosita and Telly Monster, the theme of "games" will be introduced this season on ***Sesame Street*** to help teach children with diverse backgrounds how to interact, share, cooperate, exercise and build self esteem together.

"This new season our child actors are really front and center," said Michael Loman, Executive Producer. "We've certainly always had children on ***Sesame Street***, but this year we're trying to focus the show more on our five children as principal characters so that children watching ***Sesame Street*** will identify with them and learn the educational goals they're modeling. We hope these individual children will become as well known as Maria, Gordon and all of the other live actors that children love so much," comments Loman.

-more-

Sesame Street is one of the most honored and respected programs in television history. Having garnered more than 96 awards (including 62 Emmys, 2 George Foster Peabody Awards, 1 Clio, 4 Parent's Choice Awards, an Action for Children's Television Special Achievement Award and the Prix Jeunesse International), **Sesame Street** has also and, more importantly, earned the trust of parents and the loyalty of children throughout the world.

In addition to extensive and continued critical acclaim, **Sesame Street** has scored highly among academicians and education experts. A recent long-term study conducted by the University of Kansas determined that **Sesame Street** is an extremely effective learning tool and provides a powerful educational foundation for preschoolers. The study proved that as early as age two, preschoolers who watched **Sesame Street** scored higher on standardized tests of math and verbal abilities, and the more preschoolers watched **Sesame Street** the better they performed on those tests 2-3 years later. Additionally, teachers reported that children who watched **Sesame Street** when they were younger are better adjusted to school.

Sesame Street is a production of Children's Television Workshop, the world's leader in educating and entertaining children, having reached over 120 million children in more than 130 countries. The Company's expertise extends over a range of media including television, home video, software, publishing, as well as licensed products and community outreach efforts. The Company's roster of projects includes **Sesame Street**, *Ghostwriter*, *CRO*, and the magazines *Creative Classroom*, *Kid City* and *3-2-1 Contact*.

#

Contact:

Ellen Lewis	/ CTW	(212) 875-6396
Ray Badner	/ CTW	(212) 875-6434

CTW

SESAME STREET®

Sesame Street Cast

Carlo

Carlo Alban

Gina

Alison Bartlett O'Reilly

Linda

Linda Bove

Ruthie

Ruth Buzzi

Celina

Annette Calud

Gabriela

Desiree Casado

Luis

Emilio Delgado

Michael

Michael Bundy

Susan

Loretta Long

Maria

Sonia Manzano

Bob

Bob McGrath

Gordon

Roscoe Orman

Miles

Imani Patterson

Tarah

Tarah Lynne Schaeffer

Mr. Handford

David Langston Smyrl

Lexine

Lexine Bondoc

Carrington

Carrington Bibuld

Muppet Performers

Caroll Spinney

as Big Bird and Oscar the Grouch

Pam Arciero

Camille Bonora

Fran Brill

Kevin Clash

Bruce Connelly

Louise Gold

Jim Henson

Richard Hunt

Peter Linz

Noel MacNeal

Jim Martin

Joe Mazzarino

Jerry Nelson

Carmen Osbahr

Frank Oz

Martin P. Robinson

David Rudman

Judith Sladky

and Bryant Young

Sesame Street Muppet
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Sesame Street Production Staff

Senior Vice President for Production

Marjorie Kalins

Executive Producer

Michael Loman

Supervising Producer

Lisa Simon

Directors

Ted May

Lisa Simon

Emily Squires

Producer

Arlene Sherman

Line Producer

Yvonne Hill-Ogunkoya

Associate Producers

Carlos Dorta

Teri Weiss

Head Writer

Norman Stiles

Writers

Lou Berger

Molly Boylan

Sara Compton

Christine Ferraro

Judy Freudberg

Tony Geiss

Ian Ellis James

Emily Perl-Kingsley

David Korr

Sonia Manzano

Joey Mazzarino

Jeff Moss

Adam Rudman

Nancy Sans

Luis Santiero

Josh Selig

Cathy Rosenberg-Turow

Belinda Ward

John Weidman

Mo Willems

Muppet Creators

Fred Bucholz Ed Christie

Larry Jameson Tom Newby

Mark Ruffin Carlo Yannuzzi

Connie Peterson

Steven Rotoondaro

Ann Marie Timinelli

Mark Zeszotek Lara MacLean

Musical Director

Robby Merkin

Associate Music Director

Dave Connor

Music Coordinator

Danny Epstein

Production Supervisor

Frieda Lipp

Editing Supervisor

Robert J. Emerick

Associate Directors

Ken Diego

Robert J. Emerick

Cheryl Ann Jung

Ted May

Arlene Sherman

Toni Siegel

Production Designer

Victor DiNapoli

Costume Designers

Bill Kellard

Terry Roberson

Graphic Designers

Mike Pantuso

Pete Ortiz

Set Decorator

Nat Mongioi

Art Director

Bob Phillips

Production Stage Manager

Chuck Raymond

Stage Managers

Chris Kelly

Hank Smith

Curriculum Coordinator

Cher Jung

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Heather Dick

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Danette De Sena

Child Talent Coordinator

Gabrielle Howard

Script Coordinator

Thelma Moses

Technical Director

Ralph Mensch

Lighting Designer

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Sound Effects

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Audio

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Sue Freund-Scheiner

Assistant Researcher, Sesame Street
Susan Dollberg



Biographical Sketches: Cast of *Sesame Street*

CARLO ALBAN (Carlo) begins his third season on *Sesame Street* and this year will be working in Mr. Hooper's store. His stage experience includes roles in *Sarah and Abraham*, *Roebling Steel*, *Something Wonderful* and the *Pearl Theatre Company's* production of *The Trojan Women*. He also played the lead in *Oliver* at the Children's Theater Project and participated in a reading of *Columbus: The Discovery of Japan* at the Public Theatre. Carlo recently appeared in an episode of Fox television's *House of Buggin'*. A 14-year-old honor student, Carlo sings, sculpts, plays the flute and saxophone and speaks fluent Spanish.

ALISON BARTLETT O'REILLY (Gina) has been a member of the *Sesame Street* cast for eight years. This season, she begins working at the Family Day Care Center. Alison began her acting career in John Guare's *Landscape of the Body*, directed by Gary Sinise. She later co-starred with William Hurt and Candice Bergen in the Broadway production of *Hurly Burly*, directed by Mike Nichols, and worked on the off-Broadway project *The Love You Make*, with a score by John Lennon and Paul McCartney. On television, Alison was an original member of *Kaleidoscope*, and she also appeared in the film *Right to Kill*.

LINDA BOVE (Linda) became *Sesame Street's* librarian in 1976. Her tenure represents the longest-running role of a hearing-impaired person in a television series, providing a positive role model for hearing and non-hearing children. A founding member of Deaf West Theatre Company in Los Angeles, Bove has played numerous roles for the National Theater of the Deaf and performed in both the national touring company production and the film of the Tony Award-winning play *Children of a Lesser God*. Her other television credits include *Search for Tomorrow* and *Happy Days*. The many honors Bove has received include an honorary doctorate and a humanitarian award from her alma mater, Gallaudet University. She has authored two *Sesame Street* books and released an award-winning home video, *Sign Me a Story*.

LEXINE BONDOC (Lexine) begins her second season as one of the kids on *Sesame Street*. Her theater credits include Tam in *Miss Saigon*. Her regional theater credits include *The King and I* in which she played one of the king's children, and *South Pacific* in which she played Ngana.

MICHAEL BUNDY (Michael) has been a member of the *Sesame Street* cast for three years. He is an active six-year-old who loves to dance. Currently, he is studying ballet and tap dancing. Michael has developed an affection for all the Muppets on *Sesame Street* and wants to be a puppeteer. He is very fond of animals and has cats, fish, chickens and rabbits at home.

RUTH BUZZI (Ruthie) continues as the owner of “Finders Keepers,” the thrift shop located “around the corner.” The award-winning actress has been a regular on numerous TV series, such as Rowan & Martin’s *Laugh-In*, Carol Burnett’s *The Entertainers* and *That Girl*, and appeared as a guest star on scores of shows, including *Here’s Lucy*, *Major Dad* and *Medical Center*. Buzzi’s movie credits include *Chu Chu* and the *Philly Flash* and *The Apple Dumpling Gang Rides Again*. On stage, she played on Broadway with Gwen Verdon in *Sweet Charity*, acted in off-Broadway, regional and summer stock productions, appeared in 18 musical revues and has performed her own club act throughout the country. Buzzi has received numerous honors, including four Emmy nominations, a Golden Globe, a Presidential commendation for outstanding artist in the field of entertainment (1980), a NAACP Image Award and induction into the Rhode Island Hall of Fame.

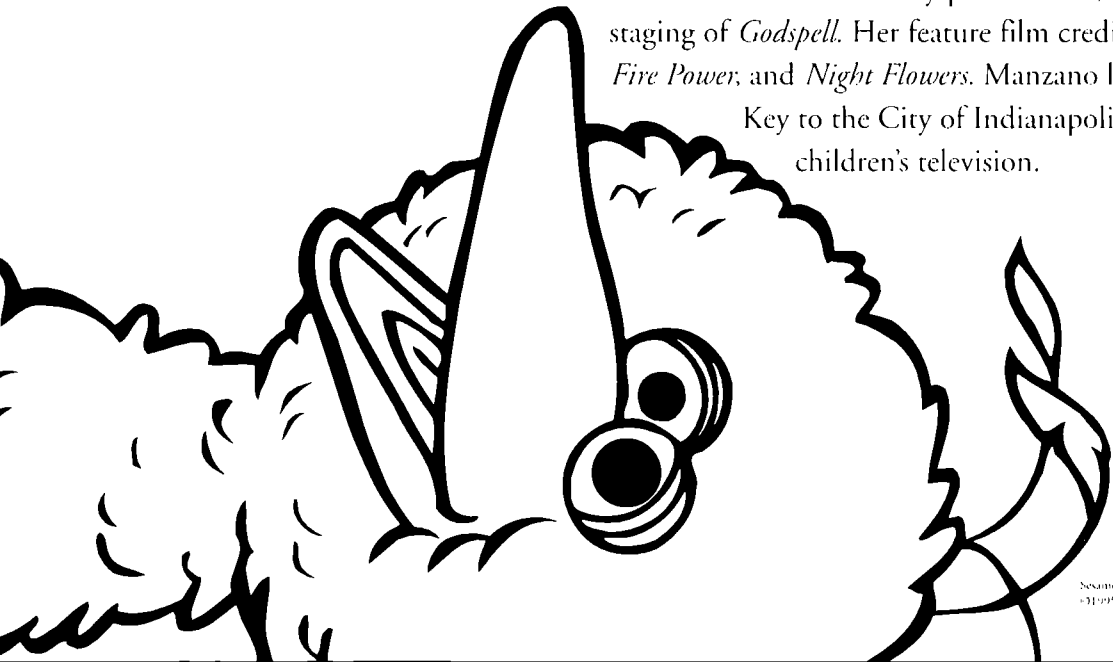
ANNETTE CALUD (Celina) is continuing in the role of the dance instructor whose studio is “around the corner.” Previously, Annette starred in the leading role of Kim in the hit Broadway musical *Miss Saigon*. She has performed in regional theater productions of such shows as *A Funny Thing Happened on the Way to the Forum*, *Hair*, *Gypsy* and *Anything Goes*. She has done a number of commercials and industrial films and appeared on the 1990 Tony Award telecast. Calud, who received a doctorate from the Illinois College of Optometry, practiced optometry in Chicago while pursuing her theatrical interests and still works part-time to keep her skills honed.

DESIREE CASADO (Gabriela) is playing the daughter of Maria and Luis in her third season on *Sesame Street*. The third grader, who has always wanted to be an actress, was recently cast in the feature film *Blackout*, winning the part after going out on her very first audition. Her other film credits include *Joe’s Apartment*, *Wishful Thinking*, *Emilia* and *The King of Plants*. Eight-year-old Desiree enjoys dancing, singing, tap and ballet, drawing, aerobics and swimming. She loves all the characters on *Sesame Street*, especially Elmo, and is thrilled to be part of the show.

EMILIO DELGADO (Luis) has been a regular on *Sesame Street* since 1971. He is particularly proud of his work on the program and believes that his role has provided viewers with an accurate portrayal and positive role model of a contemporary Latino man. Delgado's other television credits include the series *Lou Grant* and *Falcon Crest* and the award-winning drama *I Will Fight No More Forever*. He has also done theater work on both coasts, as a member of the Inner City Repertory Theatre in Los Angeles and on Broadway, where he understudied a leading role in *Two Gentlemen of Verona* and originated the role of Emilio Hernandez in the musical *Working*. Delgado gives live concerts and makes personal appearances throughout the country and contributes his time and talent to many organizations benefiting children.

LORETTA LONG (Susan) has been with *Sesame Street* since its very first season, and has enjoyed watching Susan's part evolve from housewife to nurse to working mother over the years. Before coming to *Sesame Street*, Long had done television and club appearances in Australia, summer stock productions of *Guys and Dolls*, *Milk and Honey*, *Sweet Charity* and the public television program *Soul*. In addition to her work on the show, Long is a professional educator, a former school teacher who holds a doctorate in education from the University of Massachusetts.

SONIA MANZANO (Maria), who has been with *Sesame Street* since the show's fifth season, has had the added pleasure of acting with her daughter, Gabriela, who played her child on the series the past several years. Working on *Sesame Street* has also given her the opportunity to develop her talent as a writer. After 10 years on the set, she began writing scripts for the show and has earned seven Emmy Awards as a member of the *Sesame Street* writing staff. A member of the Ensemble Studio Theater, Manzano has appeared in numerous off-Broadway productions, including the original staging of *Godspell*. Her feature film credits include *Death Wish*, *Fire Power*, and *Night Flowers*. Manzano has received the Key to the City of Indianapolis for achievement in children's television.



BOB McGRATH (Bob) is a *Sesame Street* original, having been with the program since its inception in 1969. A successful recording artist and live performer, he has released five solo albums for children, performs family pop concerts across the country and has appeared with over 100 symphony orchestras in the U.S. and Canada. A tireless champion for children, McGrath annually participates in telethons raising funds for children in need. He has served as chairperson of National UNICEF Day and hosted World Children's Day at the United Nations. He has also been the host and artistic advisor for the International Children's Festival at Wolf Trap in Virginia for the past five seasons. McGrath has produced a series of six books and companion audio cassettes for children. Before joining *Sesame Street*, McGrath sang with the Robert Shaw Chorale and Fred Waring's Pennsylvanians and was featured on the TV series *Sing Along With Mitch*.

IMANI PATTERSON (Miles) plays the adopted son of Susan and Gordon in his first season on *Sesame Street*. A fourth grader who wants to be an actor, he was bitten by the acting bug after appearing in his school production of *Insect Mania*. Imani played the role of the mosquito. This nine-year old likes to read, draw, sing, rollerblade, snow ski and play basketball.

ROSCOE ORMAN (Gordon) marks his 21st anniversary on *Sesame Street* this season. Orman, who made his acting debut in 1962 with the Next Stage Theatre Company, was an original member of the New Lafayette Theatre Company, where he performed in such plays as *The Duplex* and *The Fabulous Miss Marie*. His extensive work on the New York stage has included appearances with Negro Ensemble Company, the New York Shakespeare Festival (where he played Brutus in *Julius Caesar*), Manhattan Theatre Club, New Federal Theatre and American Place Theatre, where he was recently acclaimed for his performance in the title role of *The Confessions of Stepin Fetchit*. He also played the role of Gabriel in the award-winning Broadway production of *Fences*. Orman has appeared in the feature films *Willie Dynamite*, *F/X* and *Striking Distance*, and his television credits include *Sanford and Son*, *Kojak*, *All My Children* and *Langston Hughes: The Dream Keeper*.

TARAH LYNNE SCHAEFFER (Tarah) returns to *Sesame Street* this year. Although Tarah has a physical disability that keeps her in a wheelchair, she is an active eleven-year-old who swims and participates in wheelchair sports, for which she has won two trophies. Tarah is not only artistic and musical, but an excellent science student who hopes to be a doctor someday.

DAVID LANGSTON SMYRL (Mr. Handford), who came to *Sesame Street* in 1989, has had a varied career over the past three years as an actor, writer, comic and musician. Crowned "Poet Laureate of Greenwich Village" for three years running in the early 1960s, Smyrl played New York clubs and college concerts as a comic, poet, lecturer and folk singer. He appeared in several plays and musicals both on and off-Broadway and hosted *Express Yourself*, a public television program. Smyrl had several plays commissioned by Joseph Papp at the Public Theatre and worked as a staff writer on the comedy series *The Cosby Show* and *Benson* (for which the writers received a People's Choice Award). His other television credits include roles in the documentary film *Langston Hughes: The Dream Keeper* and the HBO movie *Long Gone*. David also designs and produces radio and television commercials through his own production house.

Behind the Scenes a *Sesame Street*

MICHAEL LOMAN (executive producer) Since joining the *Sesame Street* team in December 1992, Loman has won, in succession, two Emmy awards for best children's series. He came to the series after spending 17 years in Hollywood as an independent television producer and writer. He was a staff writer for *All in the Family*, a writer/co-producer for *The Cosby Show* (for which he won an Emmy), co-producer for *Newhart* and story editor for *Happy Days*. He produced *The Hogan Family* and *Sugar and Spice* and wrote episodes of *Alice*, *Fish*, *All's Fair*, *One Day at a Time* and *When Things Were Rotten*. He also wrote for the PBS programs *The Great American Dream Machine* and *VD Blues*. Loman has a broad background in theater, from his early days as an actor and singer in New York and on tour, to writing the libretto for *The Little Rascals*, an original musical comedy based on the *Our Gang* comedies, for which Joe Raposo was composer/lyricist. Before embarking on his career in the entertainment field, Loman had taught language arts and reading to junior high school students in New York for five years.

LISA SIMON (supervising producer/director) has won ten Emmy Awards for her work on *Sesame Street* and co-produced the award-winning special "*Don't Eat the Pictures: Sesame Street at the Metropolitan Museum of Art.*" Simon was a student at Hunter College when she began a summer job at CTW just in time for *Sesame Street's* first test shows. She found her on-the-job training experience so exciting that she stayed on as a production assistant, eventually completing her college education in the evenings while working full-time. Simon also directed the off-Broadway musical, *Letters to Ben*.

ARLENE SHERMAN (producer) who commissions *Sesame Street's* live action and animated films, joined CTW in 1978 as a production coordinator and served as coordinating producer from 1987 to 1994. She was executive producer on the 25th birthday special—*Sesame Street Jam: A Musical Celebration*. She also co-produced “*Don’t Eat The Pictures: Sesame Street at the Metropolitan Museum of Art.*” Before coming to CTW, Sherman, a graduate of the NYU School of Film and Television, had worked in both media in Europe, producing and directing a number of award-winning shorts.

NORMAN STILES (head writer) began his writing career writing freelance stand-up comedy. His first full-time writing job was as a staff writer for the Merv Griffin Show. He started writing for *Sesame Street* in 1970, taking a few years off in the mid-1970s to go to Hollywood to work on network comedy and variety shows (and to work on that tan!). He co-created the television series *When Things Were Rotten* and worked on *Fernwood Tonight*, *America Tonight*, *The Bad News Bears*—which he also co-produced—and summer shows for Frankie Avalon and the Captain and Tennille. Stiles served as head writer for a special co-produced by Soviet Television and the Free To Be Foundation called “*Free to Be a Family.*”

JIM HENSON'S SESAME STREET MUPPETS: Muppet creator Jim Henson began his television career in 1954 as a puppeteer on a local program in Washington, D.C. In 1976, Henson introduced *The Muppet Show*, a popular weekly TV series starring the classic Muppets. He brought the Muppets to the big screen in 1979 with the feature film *The Muppet Movie*, followed by *The Great Muppet Caper* and *The Muppets Take Manhattan*. Other Henson films include the fantasy features, *The Dark Crystal* and *Labyrinth*.

Henson's innovative work in television includes *Fraggle Rock*, an award-winning live-action puppet series which was HBO's first original children's program; the animated series *Muppet Babies* for CBS, which won four consecutive Emmy Awards; *The Storyteller*, an Emmy-winning anthology of traditional folk tales on NBC; and *The Jim Henson Hour*, which won Henson an Emmy for Outstanding Directing.

Although Jim Henson died in 1990, his legacy lives on.



Under the direction of president and chief executive officer Brian Henson, Jim Henson Productions continues its long-term philosophy of producing quality entertainment for the entire family.

The company remains firmly committed to the ongoing presentation of *Sesame Street* under the direction of Vice President Cheryl Henson and Art Director Ed Christie, who maintains all the favorite characters, such as Big Bird, Oscar the Grouch, Bert and Ernie, Cookie Monster, Grover, Prairie Dawn, The Count, and Elmo. With the series entering its 27th year, the *Sesame Street* Muppets continue to break ground with the introduction of such characters as bilingual Rosita, H. Ross Parrot, and a little girl monster named Zoe.

The task of breathing life into the Muppets falls to the brilliant cast of Jim Henson Productions' *Sesame Street* Muppeteers: Frank Oz (Bert, Cookie Monster, Grover); Carroll Spinney (Big Bird, Oscar the Grouch); Muppet captain Kevin Clash (Elmo, Hoots the Owl); Jerry Nelson (The Count, H. Ross Parrot); Fran Brill (Prairie Dawn, Zoe); Joey Mazzarino (Joey Monkey, Colambo, Merry Monster, Stinky Stinkweed); Carmen Osbahr (Rosita); and David Rudman (Baby Bear, Davey Monkey, Sonny Friendly).

ROBBY MERKIN (musical director) is spending his second season on *Sesame Street*. He was the musical director/arranger for the Academy Award- and Grammy-winning *The Little Mermaid* and the Academy Award- and Grammy-nominated *Little Shop of Horrors* (stage and screen). Known for successfully adapting rock music to the stage, he arranged and/or music directed Buddy (*The Buddy Holly Story*), Ray Davies' *80 Days* and Carole King's *Tapestry*. He has composed, arranged, produced and/or conducted for *The Tonight Show*, *The Joan Rivers Show* and *Saturday Night Live*. A governor of the New York Chapter of NARAS, he has won numerous ASCAP awards and Meet the Composer grants. Merkin recently scored the teen soap opera *Swans Crossing* and arranged and produced the songs for *The Little Mermaid* animated TV series.

VICTOR DINAPOLI (production designer) has worked with CTW since 1982, when he served as art director for "Big Bird in China" and "Don't Eat the Pictures: *Sesame Street* at the Metropolitan Museum of Art." As the production designer for *Sesame Street* since 1981, he has won four Emmy Awards and eight nominations. He has also been the production designer for the CTW programs *Shalom Sesame*, *3-2-1 Contact* and *Encyclopedia*. Other credits include *Little Muppet Monsters*, *The Muppets at Walt Disney World*, *Eureeka's Castle* (Nickelodeon), *Ryan's Hope* and *A World Apart*. DiNapoli has worked in the theater as a scenic designer for several regional theaters and the off-Broadway show *Uncommon Holidays*.



The Principals

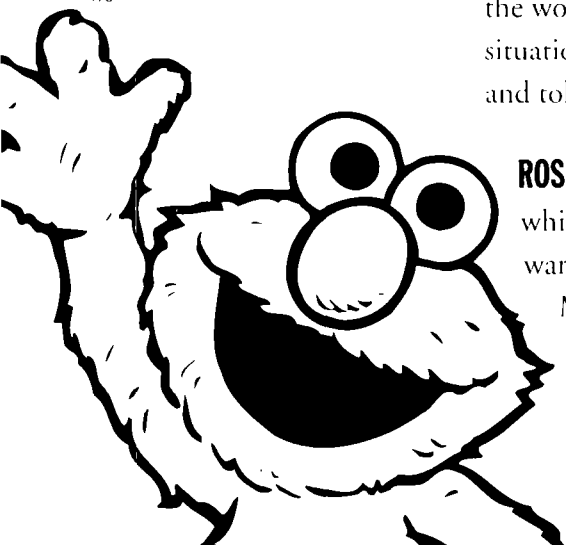


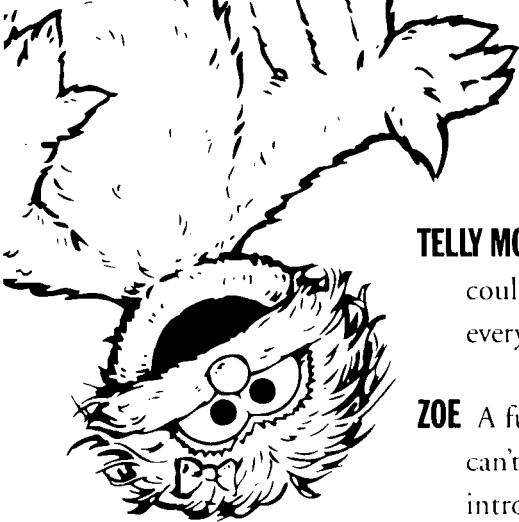
BIG BIRD He's an 8'2" six-year-old yellow bird who is "everychild." Children understand and identify with Big Bird's excitement over new things as well as his disappointment when things don't work out or he makes mistakes. They also see his willingness to try again, correct his mistakes and—just by being persistent—find solutions to problems. He is the one Muppet character who possesses the broadest range of universal emotions in a given situation. Big Bird's birthday is March 20th.

ELMO A small, red Muppet with a high-pitched voice, Elmo has all the traits of a two-year-old child. Enthusiastic, friendly and cheerful, he always wants to be part of everything that goes on. However, like most two year olds, he sometimes doesn't have the skills or the knowledge to do what he wants. But that never stops him. He has a very positive, optimistic view of himself and life. Elmo, like Cookie Monster, speaks a "monster language" that younger children can identify with. He never uses pronouns, often referring to himself by name: "Elmo wants to go to the park." Elmo is the official mascot for *Sesame Street* PEP. His birthday is February 3rd.

OSCAR THE GROUCH He's the resident grouch on *Sesame Street*. Oscar loves collecting junk and trash, standing in line, arguing, rainy days, anchovy milkshakes, etc. He hates anything nice and sweet. He lives in a trash can that houses several elephants, a swimming pool, a music room and just about everything else. Oscar is used to teaching children about differing perspectives, e.g., that the world is made up of many different people who may look upon the same situation in different ways, and that these differences must be respected and tolerated as long as their actions don't impinge on others' rights.

ROSITA Her full name is "Rosita, la Monstrua de las Cuevas," which means "The Monster of the Caves." An exuberant, warm, expansive, playful turquoise blue monster, she is from Mexico and is bilingual, often mixing in Spanish words with her English sentences. She is very physical, touching, hugging, using her hands when she speaks, etc.





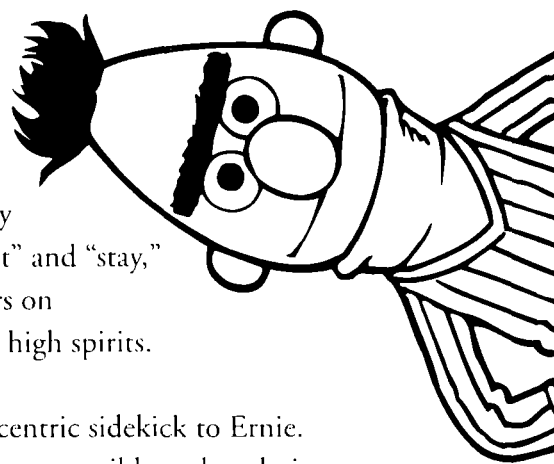
TELLY MONSTER An intense and earnest monster who worries about disasters that could never happen. He has tremendous compassion and empathy for everything and everyone. Telly is also the “Monster on the Spot” correspondent.

ZOE A furry, three-year old girl monster who is so excited about everything she can't get her words out fast enough. She is one of the newer Muppets, introduced 2 seasons ago.

Supporting Cast

BABY NATASHA She is an infant Muppet whose vocabulary is limited to baby gurgles and sounds. She crawls very fast, making it difficult for her babysitters to keep an eye on her. Her parents, Ingrid and Humphrey, manage the elegant but chaotic Muppet hotel, The Furry Arms.

BARKLEY A very large, friendly, shaggy dog. Unlike some of the show's other animal characters, Barkley has no human characteristics, he's simply a dog. Because Linda is his owner, Barkley understands sign language commands such as “sit” and “stay,” and he is very obedient with her. However, others on *Sesame Street* have a difficult time controlling his high spirits.



BERT Bert is the long-suffering, serious and often eccentric sidekick to Ernie. Bert seems the older of the two—more domestic, responsible and analytic. His favorite pastimes are bottle cap and paper clip collecting, brass band music (his favorite instrument is the tuba) and playing with his pet pigeon Bernice. In his interactions with Ernie, he usually ends up with the short end of the stick or having the tables turned on him. He is hesitant to participate in Ernie's games, but he finds he enjoys the games once he starts to play. Basically affectionate, Bert always forgives Ernie for his jokes, remaining Ernie's “old buddy Bert”.



COOKIE MONSTER The google-eyed monster who loves cookies, the lovable and affectionate Cookie was originally solely a cookie gobbler. Over the years he has become much more nutrition conscious, and even though cookies are still his favorite, he has acquired a taste for everything from apples to zucchini. He also eats non-food stuff. He speaks in “monster language” which is simple and direct, e.g., “Me want cookie”. Pre-school children learning and exploring the



language understand and identify with Cookie's manner of speaking. Watching Cookie Monster as he hunts and schemes for food, children often see there are many ways to solve problems. Along with Cookie, they learn how to approach problems, test out solutions, try various methods or enlist the aid of tools or other people.

COUNT VON COUNT (aka THE COUNT) He bears a comical resemblance to Count Dracula, but that is where the similarity ends. The Count's passion for counting knows no bounds—bats, raindrops, buttons, grains of sand are all worthy of being counted. His totals are always accompanied by thunder claps. His counting mania usually ends up causing comic problems for somebody because he counts things, lots of things.

ERNIE Ernie is free spirited and outgoing. He is constantly trying to get Bert involved in fun and games which usually end up to Bert's disadvantage. He often teases, but his games and jokes are never meant to hurt. Ernie is also good at explaining things, but sometimes he is too smart for his own good, falling prey to his own jokes or getting caught in his own explanations.

GROVER A lovable, furry, wide-eyed, blue monster who sees the world from a four year old's point of view. Excitable and compulsive, he is always willing to help, but he rushes into things without thinking of the consequences. He has limited experience and few analytical skills, so he usually ends up doing things the long way around. Children identify with his difficulties when trying to be helpful and with his long suffering bewilderment with adult logic. They also identify with his fantasy as "Super Grover" as a way of feeling more confident and competent. His speech pattern is meticulous, and he never uses contractions.



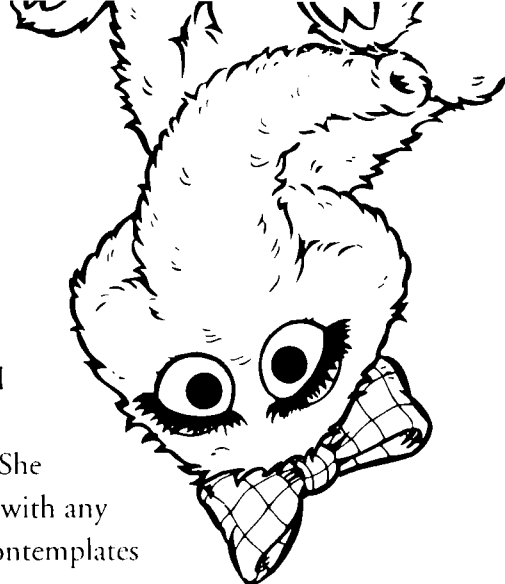
HOOTS THE OWL A wise old jazz-playing owl, he sleeps during the day and jams all night. He plays the saxophone and sings both scat and jazz with a scratchy blues voice *a la* Louis Armstrong. Hoots speaks using jazz slang and performs regularly at Birdland, the jazz club in the basement of The Furry Arms.

HUMPHREY He and his wife Ingrid work and reside at the Muppet hotel, The Furry Arms. He is Baby Natasha's father and has an unusual voice, not unlike Natasha's, but with words.



INGRID Ingrid and her husband Humphrey manage The Furry Arms. She is Baby Natasha's mother.

PRAIRIE DAWN She is a level-headed Muppet with blond hair and a sweet disposition. Prairie organizes and plays the piano at the *Sesame Street* school pageants. She often appears on game shows—usually the only one with any intelligence in the silly presentations! Prairie often contemplates future career possibilities.



SHERLOCK HEMLOCK The Muppet version of Basil Rathbone's interpretation of Sherlock Holmes. He tries to solve mysteries by guessing from clues, sometimes successfully, sometimes not.

ALICE SNUFFLEUPAGUS Snuffy's two-year-old sister who is just learning about the world. She is a toddler and wants to do whatever her brother does. Alice's vocabulary, like that of other two-year-olds, is limited. She learns by repetition, often repeating the last word she hears. Alice is half the size of Snuffy.

ALOYSIUS SNUFFLEUPAGUS (aka SNUFFY) A huge, shaggy, rust-colored pachyderm who is Big Bird's best friend. They enjoy playing and discovering things together. Snuffy is four years old and has the personality of a child that age. When he has difficulties, his first impulse is to give up, but with a little prodding he can solve the problem himself.





On The Street Where We Live

At first appearance, it could be an ordinary street. Parents are leaving for work. Children are late for school. You pass a corner store, a neighborhood newsstand, a daycare center and a small hotel. But look a little closer.

Someone named "Oscar" lives in a trash can that houses several elephants, a swimming pool and a music room. A bright blue monster gobbles up cookies, and a bunny bellhop named Benny sweeps the steps of the Muppet Hotel. A red furry monster named Elmo plants eggs and spaghetti because he wants to be a farmer, and an enormous yellow bird glides through the center of town on rollerskates.

This is no ordinary avenue, after all. This is *Sesame Street*.

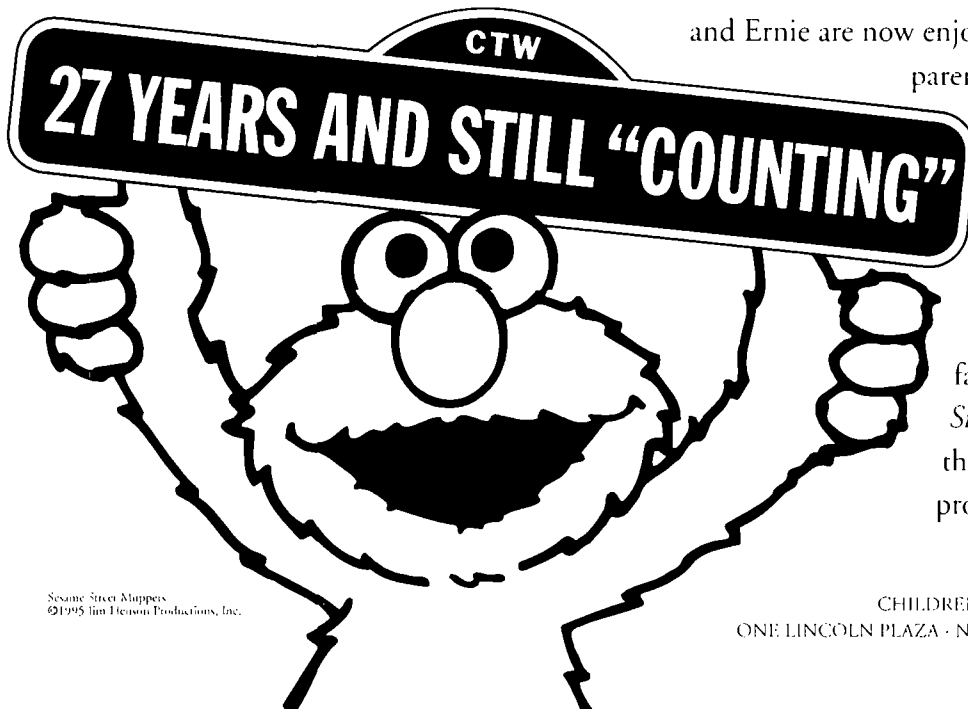
Premiering on Monday, November 20 in its twenty-seventh season, *Sesame Street*, the award-winning series from Children's Television Workshop (CTW) is still as meaningful to parents as it is to pre-schoolers. The most research-driven series on television, *Sesame Street* is designed, written and produced with the specific goal of teaching reading, writing, social and cognitive skills. But can we help it if you have a lot of fun along the way?

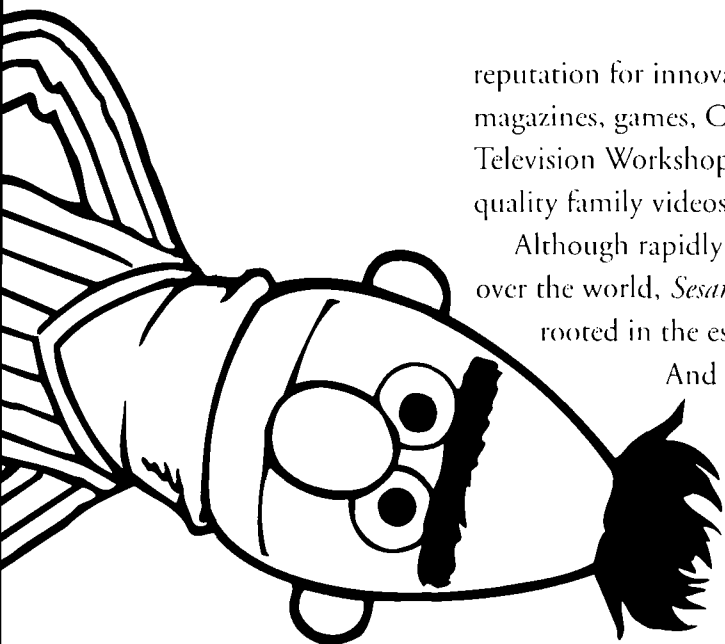
If you do your math (and Count von Count is always here to help) you'll discover that the 27-year span of the *Sesame Street* series has meant that millions of children who learned their ABC's from Bert

and Ernie are now enjoying the show all over again as parents. Characters like Polly Darton,

Renata Scotty and Sherlock Hemlock may get a giggle from a child, but are even more amusing to the plugged-in adult.

A wellspring of imaginative family entertainment, *Sesame Street* is not only on the map as the pioneer in children's programming, but has established a





reputation for innovative and educational products including books, magazines, games, CD-ROMS, toys, and videotapes. In fact, Children's Television Workshop (CTW) has distributed more than 10 million copies of quality family videos.

Although rapidly expanding to meet the diverse needs of families all over the world, *Sesame Street* continues to be guided by a strong curriculum rooted in the essential skills of reading, writing and problem-solving. And it's making a difference.

In May of 1995, an important long-term study on children and television from the University of Kansas concluded that regular viewing of the series by pre-schoolers leads to higher scores on standard tests of verbal and math abilities, as well as overall school readiness. The study also found that children who

watch *Sesame Street* spend more time reading and pursuing other educational activities than non-viewers. And the younger the child was when viewing, the stronger *Sesame Street's* positive influence on their adjustment in school.

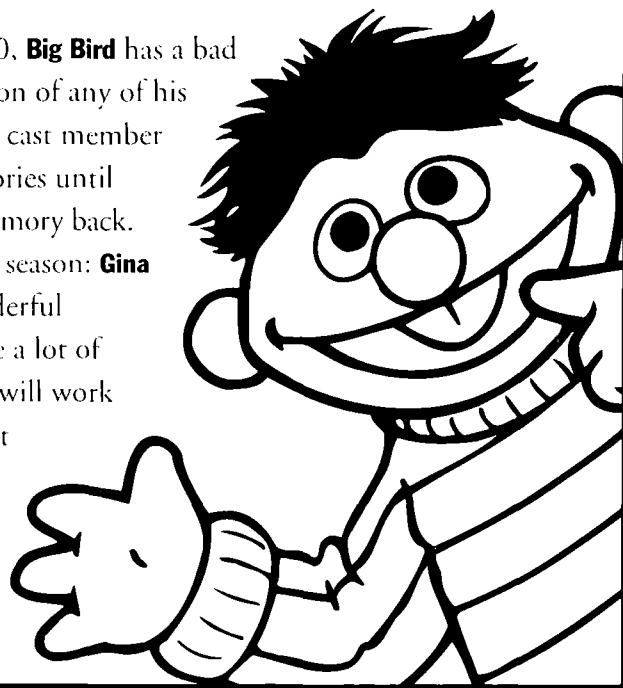
"We are especially proud that a single program effort like *Sesame Street*—costing less than a penny per child—has a positive measurable impact on the lives and future of millions of children," said David B.V. Britt, President and CEO of Children's Television Workshop.

What's Happening On The Street?

There is no better place on earth to make a friend than on *Sesame Street*, where a warm and friendly family of characters greets you every day. Sprinkled with children, adults, and a cast of imaginative Muppets, the street is a magical place where good friends and neighbors share the fun of learning while becoming more adept in literacy, math and social interactions.

In the season premiere on November 20, **Big Bird** has a bad case of the memory flu, with no recollection of any of his pals, including his best friend **Snuffy**. Each cast member tries to jog his memory with songs and stories until finally, his Teddy Bear, Radar, brings his memory back.

Among the highlights of the upcoming season: **Gina** will leave Hooper's store and open a wonderful Family Day Care Center where we will see a lot of children and puppets. Our teenager **Carlo** will work part time after school with Mr. Hanford at Hooper's store. **Big Bird** gets the Birdie



Pox. And in another show **Big Bird** and our children **Gabby, Miles** and **Lexine** get lost in the park while following a butterfly in a “Wizard of Oz” kind of show. **Luis** inadvertently becomes a father by sitting on a honker egg which hatches. **Baby Bear** deals with separation anxiety when he stays overnight with **Gina** while **Papa Bear** and **Mama Bear** are away on business. **Snuffy** learns to tap dance. **Elmo** gets a clearer understanding about deafness from *Sesame Street*’s librarian, **Linda Bove**. **Oscar** joins the business world when he buys the newsstand. And *Sesame Street*’s favorite worm, **Slimey**, participates in the Worm World Music Festival. Conceived and created to introduce specific goals, each episode follows a daily theme. Characters learn inventive ways to remember the alphabet as well as numbers, and to confront their emotions in constructive ways. “The 27th season will again highlight our literacy program, Let’s Read and Write! and we will also be focusing more on our child principal actors, Michael, Tarah, Miles and Gabby. There is nothing more effective than having natural children model what we want to teach our child audience,” said Executive Producer Michael Loman.

Out-Of-Town Visitors And Special Guests

Over the years, the *Sesame Street* family has hosted many special guests who stop on the street to sing, tell stories, or play a game. From opera legends to rock and roll stars, a visit to *Sesame Street* is a highlight for many celebrities who often call and ask to be a part of the show.

This year, both old friends and new will drop by to share their own special interpretation of the ABC’s and a compilation music video will be assembled. Some of the seasons special guests include esteemed actor **Patrick Stewart**, singer **Tony Bennett**, comedienne **Ellen DeGeneres**, performer **Ray Charles**, actress **Susan Sarandon**, basketball great **David Robinson**, singer **Mary Chapin Carpenter**, the rock group **The Spin Doctors**, actor **Laurence Fishburne** and **Shari Lewis and Lambchop**.

Let’s Play



In the season ahead, the residents of *Sesame Street* will not only continue to explore literacy, health, math, social interactions and problem-solving, but the well-defined curriculum will focus on a theme of “Games” which blends education with entertainment to help pre-school children attain simple physical, intellectual and social skills. The games will convey messages to young children and their parents about sharing, play, exercise, the importance of practice and cooperation, building self-

esteem as well as friendships with children of diverse backgrounds.

"We are really excited about the Games initiative which will provide even greater opportunities for children and their families to become acquainted with *Sesame Street*," says Pamela Green, VP Sesame Street Project Director, of CTW. "Furthermore, it offers new ways to incorporate the curriculum of our show into new educational products and services."

Throughout the year, the *Sesame Street* magazines and book publishing tie-ins will build awareness of Games, along with local events, contests, sweepstakes, media exposure, and the "*I Can Do It!*" theme song which will underline the goals of the Games initiative.

Top Dogs of Live Action Shorts

This season, artist-filmmaker William Wegman is creating a film series of seven nursery rhymes that will "star" his well known family of Weimaraners. Among his previous works are a complete alphabet and a delightful retelling of the classic fairy tale *Goldilocks and the Three Bears*.

"He's unique and it's wonderful that he's able to adapt his rather quirky point of view about life for our purposes," says producer Arlene Sherman.

Life Imitates Art

Sesame Street has received permission from museums and artists' estates to animate works by Picasso, Leger, Chardin, Demuth and Klee. "The primary goal is to teach and the secondary goal is to expose children to fine art," explains Sherman. "This season, Picasso's *Three Musicians* will teach children how to practice and cooperate.

Other commissioned works this year include a Toulouse Lautrec poster from the Moulin Rouge, *Can Can Dancers*, as well as Van Gogh's *First Steps* and Rousseau's *Football Players*.

In addition, *Sesame Street* will explore the popular world of 3-D CGI animation in a song called "If I Were Small" which has **Snuffy** keyed into a 3-D world created in computer animation. He imagines sleeping in a buttercup and taking a bath in dewdrops.

The Maestro Plays

You have to see it to believe it! *The Maestro Plays* is a delightful and amusing children's book that encourages and reinforces the theme of literacy with word play that is punningly and cunningly conceived. Written by Bill Martin, Jr. with illustrations by prize-winning artist, Vladimir Kadunsky, the book will be animated by Bill Davis, and *Sesame Street*'s musical director Robby Merkin will compose a full symphony score.

Goin' Hollywood Imaginative Family Entertainment

In a move to capitalize on emerging opportunities in the family entertainment marketplace, Sony Music Entertainment, Columbia Pictures and Children's Television Workshop (CTW) have signed an exclusive, long-term agreement to develop, produce and distribute *Sesame Street* home video, audio, book and feature film titles.

Sony Wonder, the children's and family division of Sony Music and Epic Records, will license *Sesame Street* home video, audio, book and tape rights, while Columbia Pictures will produce and distribute feature films.

"The move is a natural step for CTW and *Sesame Street*," said Emily Swenson, Executive Vice President and Chief Operating Officer, CTW.

"There's a wide-ranging demand for high-quality, educational entertainment, especially features that families can enjoy together."

Puttin' On The Hits

Nothing pleases parents more than to know that the monies earned on Children's Television Workshop licensed products are put right back into *Sesame Street* and other CTW educational projects.

Imagine having Big Bird drop into your home whenever you want him! Two new *Sesame Street* home video titles were recently released by Sony Wonder, the family division of Sony Music & Epic Records. **"Big Bird Sings!"** and **"Cookie Monster's Best Bites"** are now available in stores everywhere; each with its own surprise inside.

In 1996, everyone's favorite muppets will be back in three *new* videos; "Do the Alphabet," "Elmocize" and "Sesame Street Kids' Guide to Life: Learning to Share."

In "Learning to Share," Katie Couric is the special guest star who proves that cooperating can make a difference; she shares some helpful hints for parents too!

"Elmocize" will twist and shout as singer Cyndi Lauper gets into shape with "Coach Elmo."

Read All About It!

Sesame Street has been called the world's largest (and most entertaining) classroom, introducing millions of children to the joy of reading each season. But the



carefully programmed creative learning on the shows doesn't stop there—it leaps from the screen to a range of magazines and books!

Long before we entered the information superhighway, the term “interactive media” was alive and well at Children's Television Workshop—with a rich assortment of *family* publications that entertain and inform while extending the season's curriculum's goals.

Sesame Street Magazine, published ten times per year, allows a youngster to individually control his/her time and involvement level with colorful and intriguing stories and games in an ad-free environment. *Sesame Street Parents* (with a base of 1,000,000 readers) gives adults ideas to help their kids learn and development successfully. Readers of the parents' magazine are also treated to special show previews and “behind-the-scenes” briefs about what goes on the air.

Padres de Sesame Street, for Hispanic-American families, combines the two magazines for parents and children into one Spanish language edition.

CTW also has a library of over 600 book titles based on the *Sesame Street* characters which develop a love of reading and writing in a child's early years. Western Publishing, CTW's partner for story and activity books will be debuting books featuring the series' newest star, **Zoe**, and will introduce a book geared to the *Sesame Street* “Games” theme.

CTW's trade publisher, Random House, will publish *Sesame Street Stays Up Late!* based on the New Year's Eve television special, and will also introduce a “bewitching” new series, *Monster Tales*, starring the Muppets in *Is There a Monster in the House?* and *Ten Scary Monsters*.

For The Kid In All Of Us

If you've ever watched a new father play with *Sesame Street* Tub Toys or sing-along with Musical Crib Keys, you'll see that children aren't the *only* ones who enjoy the colorful lineup of our toys and games.

A number of exciting developments in



licensing have strengthened the *Sesame Street* presence in the marketplace, including the debut of Tyco as a principal licensee.

What's ahead in '96?

Tyco's tot-sized Ride-On Train that runs on real tracks with sound effects and remote control features. A new line of talking toys called Talktronics includes baby's First Talking Books, First Words from Baby Big Bird, Baby Cookie Monster and Baby Elmo, among others.

Fisher-Price's new talking electronic toy What's My Letter? features Guy Smiley as game show host for an exciting alphabet game show. *Sesame Street* Computer Tutor helps kids learn the keyboard and simple prompts while learning letters, numbers shapes and other preschool skills.

Among our other key licensing partners are Sony Wonder, Applause, Fantasma, S. Goldberg, and J.C. Penney.

Interactive Media

With so many computer-savvy kids pushing a mouse around a pad, or clicking on buttons which burst into elaborate animation, it's no wonder that families have been targeted as the largest growing audience for new media. And, as a leader in the world of educational entertainment, perhaps it's only natural that Children's Television Workshop has evolved into one of the largest developers of educational software in the world.

Since 1991, *Sesame Street* has been available on-line to Prodigy subscribers, providing a colorful monthly menu of activities and stories. Although created for children, the Prodigy service also provides parents with background information, tips and at-home learning ideas.

Already in stores are four popular CD-ROM games produced in partnership with Creative Wonder. *Sesame Street: Numbers* teaches skills such as early number recognition, classification and concepts such as near and far. It combines with exciting CD-ROM technology and brings the *Sesame Street* characters to life. Kids can also call their favorite characters on the telephone and enjoy more than an hour's worth of songs and video from the *Sesame Street* show.

In *Sesame Street: Letters*, pre-schoolers get a lively introduction to letter and sound recognition, rhyming and shape identification while having fun exploring America's favorite street. Guided by hosts **Oscar and Telly**, kids can play interactive learning games about letters as they romp through the neighborhood and the homes of **Big Bird, Snuffy, Bert** and **Ernie**. They can call their favorite Muppets on the telephone, discover enchanted storybooks and enjoy classic *Sesame Street* songs and videos.

Sesame Street "Let's Make A Word" features America's favorite game show host, Guy Smiley, as well as many favorite *Sesame Street* friends who escort children to the marvelous set of the "Let's Make A Word" game show. Children will be entertained by the unique game show design which lets them create 24 distinct world game experiences by mixing and matching "Muppet word experts" with different neighborhood locations. It's been lauded by such media outlets as USA TODAY: "This super software offers a hilarious way to let beginning readers expand their skills. The graphics, sound and pace are *Sesame Street* at its best...all are first rate."

Sesame Street Art Workshop is our latest release developed in partnership with Creative Wonder. This focuses pre-schoolers' attention on picture composition, shape recognition and creative expression. It also has the ability to incorporate the finished artwork into a screensaver for parent's home or office. *Numbers*, *Letters* and *Let's Make a Word* are available on both Windows and Macintosh platforms; *Art Workshop* is currently only available to Windows users.





New Study From University of Kansas Reveals *Sesame Street* Viewers Are Better Prepared For School

VIEWING OF NON-EDUCATIONAL TV HAS NEGATIVE INFLUENCE

New York, NY, May 31, 1995 — An important new long-term study on children and television from the University of Kansas has concluded that regular viewing of *Sesame Street* by preschoolers pays off for children when they get into school. The research demonstrates that watching *Sesame Street* leads to higher scores on standard tests of verbal and math abilities and other measures of overall school readiness. In addition, teachers report that children who watched *Sesame Street* when they were younger are better adjusted to school. The study has also determined that youngsters who consistently watch adult and children's non-educational programming scored lower on these same tests.

The new four-year study was conducted by independent researchers John C. Wright and Aletha C. Huston of the Center for Research on the Influence of Television on Children ("CRITC") at the University of Kansas. Drs. Wright and Huston founded CRITC, a research center devoted to conducting studies of how children interact with television. CRITC's goals are to add to scientific knowledge about children's development, and to find ways to use the medium to teach children and enrich their lives. The four-year study concluded that *Sesame Street* is an extremely effective learning instrument and provides a powerful educational foundation for preschoolers.

Key findings in the study include:

- As early as age two, preschoolers who watched *Sesame Street* and other PBS educational programs, scored higher on standardized tests of verbal and math abilities.
- The more preschoolers watched *Sesame Street*, the better they performed on those tests even 2-3 years later.
- Children who watch *Sesame Street* spend more time reading and pursuing other educational activities than non-viewers.

- The younger the child was when viewing, the stronger *Sesame Street's* positive influence on school readiness and later adjustment in school.
- Youngsters who regularly watch adult and children's non-educational programming performed less well on school readiness tests.
- Children who regularly watched adult and children's non-educational programming spent less time reading or pursuing other educational activities.

The above findings held true regardless of parental education and familiarity with the English language as well as quality of the home environment.

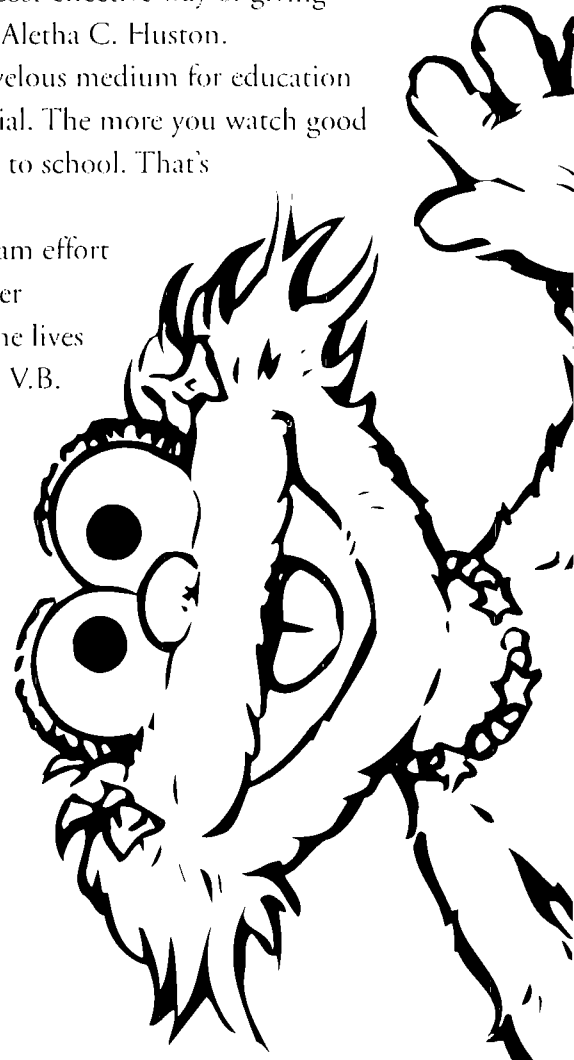
More than 250 low-income families with a preschool child participated in the study titled, "Effects of Educational TV Viewing of Lower Income Preschoolers on Academic Skills, School Readiness and School Adjustment One to Two Years Later." Children were either two or four years old at the beginning of the study, and either five or seven at the end. Families were evaluated through periodic home and office visits, as well as bi-monthly telephone calls. Additionally, parents kept time-use diaries for their children. The study was paid for in part by a grant from the John D. and Catherine T. MacArthur Foundation and was commissioned by the not-for-profit Children's Television Workshop.

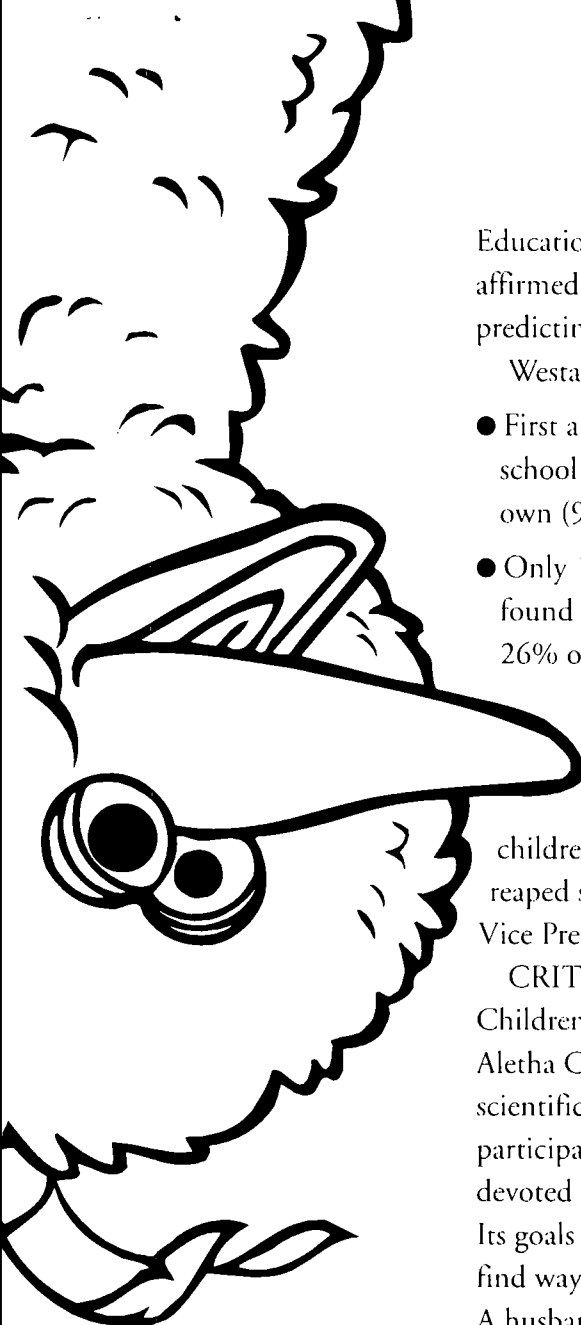
"Many people think we have an education crisis in this country. Educational television for young children is a cost-effective way of giving children a good educational foundation," says Aletha C. Huston.

Notes John C. Wright, "Television is a marvelous medium for education that is vastly untapped. It has immense potential. The more you watch good programming, the better you do when you get to school. That's news, that's important."

"We are especially proud that a single program effort like *Sesame Street*—costing less than a penny per lesson—has a positive measurable impact on the lives and future of millions of children," said David V.B. Britt, President and Chief Executive Officer, Children's Television Workshop.

The Kansas study reinforces earlier findings by Westat, Inc., a Washington DC-based research firm which provides survey and consulting services to agencies of the U.S. Government and to institutional and business clients. Westat conducted a special analysis of data from the 1993 National Household Educational Survey, a large-scale (10,000 children) national telephone survey commissioned by the U.S. Department of





Education, representing children from all socio-economic levels. The findings affirmed *Sesame Street's* effectiveness in reaching its target audience and in predicting positive, longer term success for young children in school.

Westat also concluded:

- First and second graders who watched *Sesame Street* prior to starting school were more likely than non-viewers to be reading storybooks on their own (91% compared to 84%).
- Only 19% of children who watched *Sesame Street* before kindergarten were found to be receiving help in school for reading problems, compared to 26% of those who didn't watch *Sesame Street* prior to starting school.

"Findings from this research project are thrilling to everyone at Children's Television Workshop and *Sesame Street*. It's exciting to know that all of our efforts these past 26 years, in reaching children and preparing them for school and the world around them, have reaped such tremendous results," comments Emily Swenson, Executive Vice President and Chief Operating Officer, Children's Television Workshop.

CRITC, the Center for Research on the Influences of Television on Children, was founded in 1978 by its Co-Directors, John C. Wright and Aletha C. Huston. CRITC has published more than a hundred scientific and scholarly articles, with several thousand children and families participating in its ongoing research studies. CRITC is a research center devoted to conducting studies of how children interact with television. Its goals are to aid scientific knowledge about children's development, and to find ways to use the medium to teach children and enrich their lives. A husband and wife team, John C. Wright and Aletha C. Huston are both professors of human development at the University of Kansas.

Children's Television Workshop is a leader in using research to develop and assess the impact of educational media. The Educational Testing Service presented evidence of *Sesame Street's* educational impact in its premiere season in 1969-70 and then again the next year. Over the years, Children's Television Workshop has consistently utilized the services of some of America's most respected research institutions to continually assess and monitor *Sesame Street's* impact on and progress in child development.

Children's Television Workshop is the world's leader in educating and entertaining children, having reached over 120 million children in more than 130 countries. The Company's expertise extends over a range of media including television, home video, software, publishing, as well as licensed products and community outreach efforts. The Company's roster of projects includes *Sesame Street*, *Ghostwriter*, *CRO*, *Creative Classroom*, *Kid City* and *3-2-1 Contact*.



Fact Sheet

What Are We? An educational program for pre-schoolers designed to help children make a successful transition from home to school.

The most research-driven series on television. Every segment of the show is written with the specific goals of teaching basic cognitive or social skills.

When Are We On? The 27th season begins Monday, November 20, 1995.

Our season consists of 130 hour-long programs airing weekdays on most public television stations. Many stations broadcast *Sesame Street* in the morning and afternoon, with repeat showings on weekends, throughout the year.

Who Makes Us? The producer is the Children's Television Workshop (CTW), a multimedia educational institution encompassing TV, home video, software, magazines, books and community outreach. The creation of the *Sesame Street* Muppets is a collaborative effort between CTW and Jim Henson Productions.

What Have We Won? Since 1970, *Sesame Street* has received 96 awards, including 62 Emmys (13 for Outstanding Children's Series), the Prix Jeunesse International, 2 George Foster Peabody Awards, A Clio, 4 Parents' Choice Awards and an Action for Children's Television Special Achievement Award.

We have also earned the trust of parents and the loyalty of children throughout the world.



Who Watches Us? The series is aimed at pre-schoolers with a special emphasis on children from low-income and minority families. Based on a study conducted by the U.S. Department of Education in 1993, seventy-seven percent of preschool children watch *Sesame Street* once a week or more*. According to Nielsen Media Research, approximately 16 million people view *Sesame Street* in an average week**.

More than 100 million kids outside the U.S. have benefited from the show since its premiere, making it the most widely-viewed children's series in the world. The English language version is currently seen in 43 countries and has been aired in 120 nations during the past 27 years. There have been 15 international co-productions of *Sesame Street*.

What Are Our Goals? The *Sesame Street* curriculum is designed to address the academic and social needs of pre-school children as we prepare them for their first grade experiences. The curriculum has evolved over 27 years to incorporate changes in educational approaches and findings from our ongoing research with pre-school children. This season marks the second year of the Literacy Initiative. A new selection of exciting storybooks will be presented on *Sesame Street* and characters will show children the joy of writing personal messages and their names.

What Else Do We Do? The *Sesame Street* Pre-school Educational Program (*Sesame Street* PEP) is a national outreach effort targeting child-care programs, pre-school children and families. It combines *Sesame Street* viewing with children's book reading and related developmentally appropriate activities. Children's Television Workshop (CTW) has worked closely with local public television stations, child-care professionals and community organizations since launching the project in 1991.

Where Do We Get Money? The show is funded by CTW through income derived from its self-supporting activities, including international broadcast sales, magazine sales and licensed products that reinforce the program's learning messages.

Additional funding comes from public television stations.

*Source: Zill, N., Davies, E., & Daly, M. (1994). Viewing of Sesame Street by Pre-school Children in the United States and its Relationship to School Readiness. (Analysis of data from the 1993 National Household Education Survey. National Center for Education Statistics, U.S. Department of Education). Rockville, Maryland: Westat, Inc.

**Source: Based on a commissioned study done by Nielsen Media Research for CTW, representing a six-week analysis of the *Sesame Street* audience. This measurement period consists of the month of February 1994 plus a week on either side.

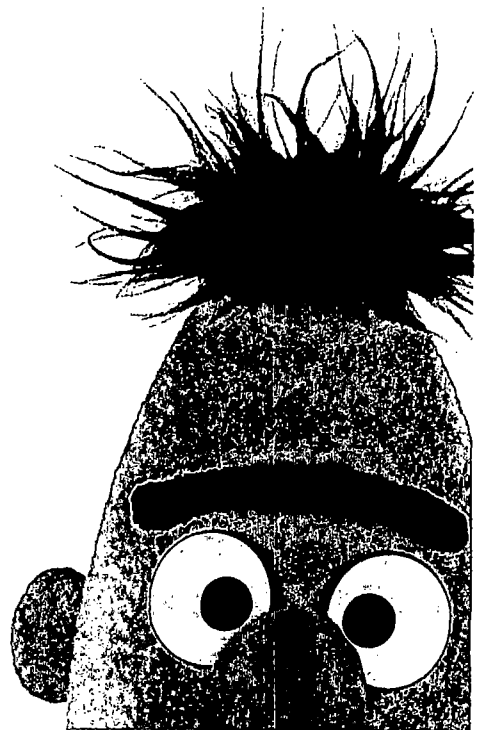
Who Counts? You do.

By buying any *Sesame Street* product, you're supporting Children's Television Workshop (CTW), a not-for-profit organization created to benefit all children. The money that we earn when you buy CTW licensed products is put back into *Sesame Street* and other CTW educational projects.

Thanks for helping!



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