



Introduction



Table Of Contents



October 1, 1996

Dear Community Outreach and/or ITV Director:

TOTS TV, its online site and educational outreach campaign are coming! and we encourage your involvement in the antics of Tilly, Tom & Tiny. The largest and most comprehensive bilingual preschool web site on PBS, **Tots TV Theater** offers exciting play activities and learning tools to English and Spanish speaking parents to help their children learn. The enclosed package of materials is designed to launch your outreach efforts. Our goal is to help stations to develop creative projects to build awareness of the series and expand families' utilization of our innovative online site.

TOTS TV is created by Ragdoll Productions (UK) Ltd. In association with Carlton Television, and produced in partnership with The itsy bitsy Entertainment Company. **Tots TV Theater** is developed by Outreach Extensions and The itsy bitsy Entertainment Company in association with PBS Internet Publishing Group. Funding for the outreach campaign is provided by The itsy bitsy Entertainment Company and Anchor Bay Entertainment, Inc., distributors of children's entertainment products including TOTS TV.

Your introductory TOTS TV outreach package contains:

* **Tots TV Theater** Minigrant Application: Ten \$5,000 minigrants to public television stations will support implementation of the TOTS TV educational outreach campaign. Minigrants will be awarded on a competitive basis, with applications due on November 10, 1996. Eligible stations include those which begin broadcasting TOTS TV no later than January 6, 1997.

* **Browsing Tots TV Theater: A Manual for Parents** provides an orientation session for parents on how to access and use **Tots TV Theater**. We invite you to read it since it "tells all" about the content of the web site, including a description of *Watching TOTS TV*, an interactive guide and quiz for parents which explains how the television series is beneficial to young children.

* Selected elements from **Tots TV Theater**: We've provided black and white slicks which can readily be reproduced for use in parent information and training sessions. These include profiles and puppet patterns for Tilly, Tom & Tiny; a sample puppet script; a directory of the episodes and *Behind the Scenes* information on the production and outreach. The **Tots TV Theater** homepage is provided in color.

TOTS TV is a combination of possibility, imagination and exploration. Targeted to preschoolers, this charming 40-part series features Tilly, Tom & Tiny who live in a secret house with Donkey (who is, in fact, a donkey). Furryboo, unbeknownst to the Tots, also lives in the house. The Tots care for their house and garden and venture forth for preschooler-sized adventures from which they learn important lessons about how the world works. A mixture of puppetry, live action and animation, the show is filmed inside the Tots' cottage and outdoors in real locations. The series has been developed as a natural extension of children's creative play and is designed to encourage children's early development while it entertains them.

Our outreach campaign, with its creative puppetry and play, bring Tilly, Tom & Tiny to life for children through **Tots TV Theater**. Featuring the ever-curious Tots, eighty puppet scripts, two for each

continued on next page



continued

episode of TOTS TV, set the scene for parents and children to role play and have fun. Age-appropriate for 2-5 year-olds, the plays bring children closer to the world of the Tots and support parents as their children's first teacher. The entertaining scripts also lead to hands-on activities that engage children in science, music, art, games and practical life activities, such as gardening. Play situations, suggested questions for parents to ask their children, and the experience of puppetry all incorporate principles of early childhood education. Designed for families to use in the comfort of their homes, the plays can be used in other relaxed environments, such as preschool classrooms, impromptu community theaters or the children's area in local libraries.

On the national level, we're looking for ways to reach parents and children and orient family members on how to use *Tots TV Theater* at home and in community settings. We are working with the full support of the Association for Library Service to Children (ALSC), a division of the American Library Association (ALA), to make children's librarians aware of *Tots TV* and the opportunities it presents. We encourage you to partner with the ALA in your local market. *Kids Connect @ the Library* is the theme for National Library Week, April 13-19, 1997. Our outreach campaign will create tie-ins to the week's activities, especially to *Log-on @ the Library Day*, on Wednesday, April 16, when we will help to highlight the key role that libraries play in providing public access to the information highway. ALA's goal is to have every library online by the year 2000. Parents without home computers will still have access to *Tots TV Theater* at their local library.

TOTS TV offers parents the opportunity to play and learn together with their children — watching the show together and exploring *Tots TV Theater*. Puppetry and play activities extend the magic of the series, capturing children's imaginations and teaching them life's lessons through first-hand discovery. To celebrate October 13 as the premiere week for TOTS TV, the producers have arranged for a simulcast between the Web site and the broadcast of the television show in which there is a 24 hour "window" when the first 30-minute episode will be offered online. If your station has not yet signed up to broadcast TOTS TV, please call De Shields & Associates at 301.495.6681.

We welcome your participation in this exciting TOTS TV community outreach project! Please return your minigrant application by November 20, 1996 to Outreach Extensions. If you have questions, or require additional information about the project, please contact Outreach Extensions at 310.589.5180.

Sincerely,

Ken Ravitz
Outreach Extensions

Eileen Weinberg
The itsy bitsy Entertainment
Company



Browsing *Tots TV Theater*. A Manual for Parents

Welcome to *Tots TV Theater*, our online site to enhance the TOTS TV preschool series on PBS. We're calling our site a "theater" since it highlights puppetry and play scripts (high drama!) featuring the ever-curious Tots. We've developed this useful Manual to help parents enjoy the experience of discovering TOTS TV and keep you coming back! Each television show draws your children into the playful, whimsical world of the Tots. The online site is your "Bolsa Magica" or "magic bag" to join, lead and follow your child on an adventure of discovery.

TOTS TV is a combination of possibility, imagination and exploration. Designed for young children, this charming series premiering with 40 half-hour episodes features Tilly, Tom & Tiny who live in a secret house with Donkey (who is, in fact, a donkey). Furryboo, unbeknownst to the Tots, also lives in the house. The Tots care for their house and garden and venture forth for preschooler-sized adventures from which they learn important lessons about how the world works. A mixture of puppetry, live action and animation, the show is filmed inside the Tots' cottage and outdoors in real locations. The series has been developed as a natural extension of children's creative play and is designed to encourage children's early development while it entertains them.

What's different about Tots TV Theater and its family play activities? *Tots TV Theater* is the largest and most comprehensive bilingual preschool web site on PBS, offering exciting play activities — and learning tools — to English and Spanish speaking parents to help their children learn.

* *Tots TV Theater* uses advanced online technology, including real time video, along with appealing graphics and animated images that will delight your preschoolers. In using the site on your own, you can learn from the materials just for grownups and do extensive downloading!

* Creative puppetry and play bring Tilly, Tom & Tiny to life for your children. Eighty puppet scripts set the scene for role play and fun, where parents and children share ideas and feelings, and where children become part of the action. The plays are age-appropriate for 2-5 year-olds and support your role as your children's first teacher.

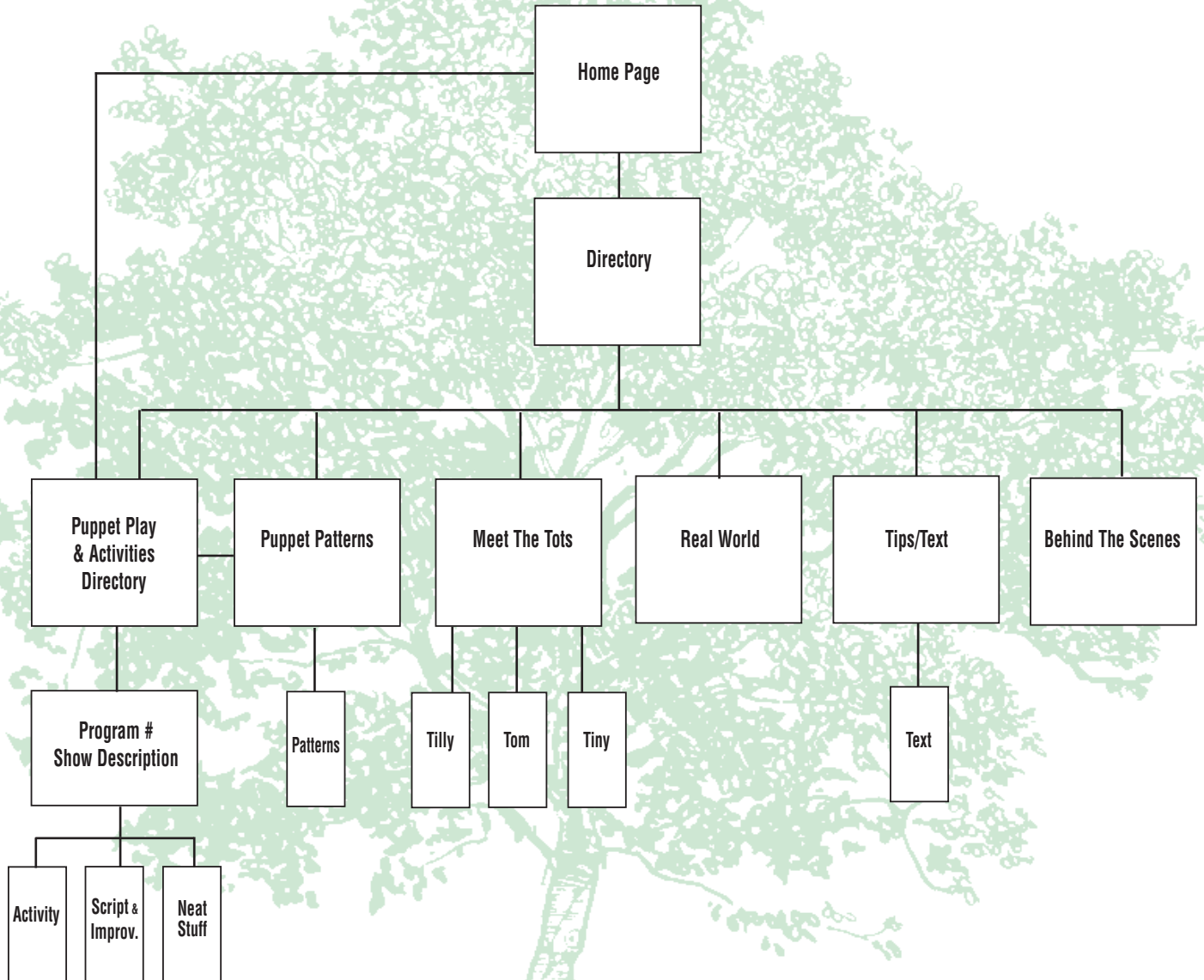


* Tilly speaks Spanish exclusively — helping young children to accept and become accustomed to different languages and sounds as part of everyday life in a multicultural society. English speakers understand what she is saying because the words/concepts are restated in English by either Tom or Tiny. Together, the Tots present a model of friendship.

The 80 puppet plays relate to the stories on TOTS TV and feature Tilly, Tom & Tiny. They tell good stories which will entertain young children — where there might be an element of surprise, adventure, or unintended consequences. They are intentionally written with repetition of words and concepts to help young children learn. The scripts lead to hands-on activities that will engage your children in science, music, art projects, playing games, and practical life activities, such as gardening, cooking and cleaning up. Designed for families to use in the comfort of their homes, the plays can be used in other relaxed environments, such as preschool classrooms, impromptu community theaters or the children's area in your local library.



WEB SITE TREE





Web Pages

Now that you have some background on TOTS TV and *Tots TV Theater*, let's go online for a guided tour!



Home Page

The Home Page, where it all begins, ushers you into your theater experience. Click on the Theater Marquee, and you'll see an introductory TOTS TV three-minute television segment. Now Playing provides the current plays and activities to enjoy with your children. Coming Attractions gives

you a preview of future television episodes. Since all information and activities are presented in both English and Spanish, you may select *English Text or *Spanish Text for the language you want. Click on Admit One, your admission ticket, and open your Playbill.



Click Here To See What's Now Playing

Click Here For English Text.

Click Here To Open Playbill

Click Here To Watch 3-Minute Real Time Television Segment.

Click Here To Watch Coming Attractions.

Click Here For Spanish Text.

Click Here To Open Playbill.

File Edit View Go Bookmarks Options Directory Help

Back Forward Home Reload Images Open Print Find Stop

Location:

Click Here To Watch 3-Minute Real Time Television Segment.

Click Here To See What's Now Playing

Click Here To Open Playbill

Click Here To Watch Coming Attractions.

Click Here For English Text.

Click Here For Spanish Text.

Welcome to Tots TV Theater, our online site enhancing the PBS TOTS TV preschool series. Come on in and be a part of our show...and then star in your own. Before entering the theater, click on our "coming attractions" and preview a clip of a future show. To review this weeks' featured TOTS SCRIPTS, click the "now PLAYing" section. To see an entire TOTS TV 8 minute segment, click our marquee. Its windy outside; so let's join the audience inside.

Click Here To Open Playbill.

[CLICK THE TICKET TO FIND YOUR TOTS PLAYBILL](#)

TOTS TV is created by Ragdoll Productions (UK) Ltd. in association with Carlton Television, and produced in partnership with The itty bitty Entertainment Company. TOTS TV ONLINE is developed by Outreach Extensions in association with PBS Internet Publishing Group. Partial funding for this education teaching aide is provided by Anchor Bay Entertainment Inc., distributors of children's entertainment products including TOTS TV.



Playbill

Playbill presents the full line-up of offerings. Six _'s offer you access to the various areas of **Tots TV Theater**, and you simply click on the one you want: * Meet the Tots, * Family Play Tips, * Puppets and Patterns, * Puppet Plays and Activities, * Tots' Chatter, and * Behind the Scenes. The playbill is also presented as a *toolbar* on the bottom of each web site area, so you can quickly move from one area to another by click-

ing on the appropriate *. Let's say you are in Puppet Plays and Activities and discover that you need to make a new puppet (Tiny) before you can begin. You simply click on the Puppets and Patterns * on the *toolbar* and move to this area. After you download the pattern, you can use the *toolbar* to return to the * Puppet Plays and Activities.

The screenshot shows a web browser window with a menu bar (File, Edit, View, Go, Bookmarks, Options, Directory, Help) and a toolbar (Back, Forward, Home, Reload, Images, Open, Print, Find, Stop). The address bar is empty. The main content area features a red sunburst graphic at the top, followed by the word "PLAYBILL" in blue. Below this is an illustration of a puppet on an easel. To the right of the easel is a list of links, each preceded by a yellow star icon: "MEET THE TOTS" (with a small blue link "CONOZCA LOS TOTS"), "FAMILY PLAY TIPS" (with a small blue link "CONSEJOS PARA JUGAR EN FAMILIA"), "PUPPETS AND PATTERNS", "PUPPET PLAYS AND ACTIVITIES", "TOTS' CHATTER", and "BEHIND THE SCENES". Below the list is a horizontal row of light bulbs. At the bottom of the page is a toolbar with a "RETURN TO HOMEPAGE" button and four star icons, each with a link: "PUPPET PLAYS AND ACTIVITIES", "PUPPETS AND PATTERNS", "MEET THE TOTS", and "FAMILY PLAY TIPS".

Annotations with arrows pointing to specific elements:

- Animated Images For Exciting Visuals. (points to the puppet on the easel)
- Click Here To Return To Home Page. (points to the "RETURN TO HOMEPAGE" button)
- Click Here To Go To A Particular Area Of The Site. (points to the "PUPPETS AND PATTERNS" link)
- Click Here To Return Specific Site Area. (points to the "FAMILY PLAY TIPS" link in the toolbar)



Meet The Tots

This is an area your children will love, since it introduces the three Tots: Tilly, Tom & Tiny. A clickable symbol — binoculars for Tiny, a flute for Tilly and a telephone for Tom — lets you in on their secrets.

In * [Meet the Tots](#), you'll also find an introduction to the TOTS TV series and an important

guide for parents. The *Watching TOTS TV* interactive guide and quiz explains how the television series is beneficial to your children even while it entertains. The guide identifies the following ten techniques, present in the TOTS TV television programs, which support your children's early development:



Click Here To Learn About A Specific Tot.

Click Here To Return To Home Page.

Use Scroll Bar To Continue Text.

Click Here To Return Specific Site Area.



The Tots

Tilly speaks only Spanish and loves to tell secrets to the other Tots. Magic happens when she plays her flute. “Ay Ay Ay!” is her favorite catch phrase, and she also knows the words which activate the “Bolsa Magica.” Tilly is also the most self-assured Tot and usually acts on impulse.

Tom is the oldest Tot. He is thoughtful, dependable and often provides support for the other Tots. Tom usually knows more than Tilly and Tiny, and loves to tell them facts. He is proud to wear his glasses which he only takes off when he goes to sleep. Like the other Tots, Tom loves to make up songs.

Tiny is the youngest Tot. He is very impulsive, always ready to plunge into things and experiments. His naivete often leads him to explore situations that would make Tom and Tilly wary. Tiny loves his “homemade” binoculars which he uses to look at things in the garden. Like the other Tots, Tiny also loves to read or share a story.

- * *repetition*: children learn best when they see and hear things more than once;
- * *language*: preschoolers have a great capacity for language acquisition; and as they learn to speak, they play with sounds — so the Tots’ talk is filled with rhymes and silly words;
- * *opportunities for action*: all children learn more when they are active than when they simply sit back and listen;
- * *giving children a way in*: children are more engaged by programs in which they can see themselves, whether by identifying with characters or with situations;
- * *pace*: the action gives young children the time they need to process information;
- * *communicating through visuals*: preschoolers learn better when we show them things rather than simply tell them things;
- * *problem solving*: the Tots demonstrate how to solve problems one simple step at a time, and remind one another to think about the consequences of their actions;
- * *building factual knowledge*: this includes basic concepts, such as numbers and colors; the Tots build their knowledge of the world through being curious and asking questions;
- * *modeling social interaction*: the Tots’ positive social interactions include having fun with others and resolving conflicts without hitting; they apologize, they share and cooperate, they respect each other’s wishes and needs, and they look out for each other;
- * *building self-esteem*: children need to feel good about themselves, to accomplish things and take pride in what they’ve done.



After reading about the ten techniques, you can “test” yourself by clicking on the different programs provided here. In looking at one show, for example, you might recognize *repetition* when Tilly and Tom repeat the same actions every time they open a series of packages. *Watching TOTS TV* ends with suggestions on how parents can view the programs actively with their children.



Family Play Tips

The Tot's charming cottage is depicted here. Clicking on * [Go to Text](#) leads you to a set of *Family Play Tips* on how to present the puppet scripts to your children so they'll learn from the experience and have fun! Situations in the stories, as well as suggested questions for you to ask your children, and the experience of puppet play all incorporate important principles of early childhood education. These principles include

problem solving, social relations and social responsibility, language development and creative representation. The plays are age-appropriate for 2 - 5 year-olds, and some special tips suggest ways to work with each age group. Following the play tips, *Play as a Learning Tool* provides additional information on enriching play for children at different ages.

File Edit View Go Bookmarks Options Directory Help

Back Forward Home Reload Images Open Print Find Stop

Location:



FAMILY PLAY TIPS



TOTS TV offers you and your child(ren) the opportunity to enjoy playing and learning together — watching the show together on your favorite PBS station and exploring the TOTS TV Web site and its educational activities. The activities extend the magic of the series, capturing children's imaginations through fantasy and play, and teaching them life's lessons through first-hand discovery.


Puppetry is a fun way for parents to support their young children's development. The purpose of the puppet scripts is to set the scene for role playing, where parents and children can communicate with one another. The scripts are short scenarios that provide an opportunity for children to become part of the action — to consider what the TOTS are thinking and feeling, and express their own feelings; and to anticipate consequences, and imagine what they would do in the same situation.

In creating the plays, we wanted to bring you and your child(ren) closer to the world of the TOTS as well as to support your role as your child(ren)'s first teacher. Situations in the stories, as well as suggested questions for you to ask your child(ren), and the experience of puppet play all incorporate important principles of early childhood education.



 [RETURN TO HOMEPAGE](#)  [PUPPET PLAYS AND ACTIVITIES](#)  [PUPPETS AND PATTERNS](#)  [MEET THE TOTS](#)
 [TOTS' CHATTER](#)  [BEHIND THE SCENES](#)  [FAMILY PLAY TIPS](#)

 Click Here To Learn More About Family Play Tips.

 Click Here To Return To Home Page.

 Click Here To Return Specific Site Area.



Puppets & Patterns

Before you get started on the Puppet Plays and Activities, you'll want to make your own set of Tots puppets. This is where you'll find them! You can make Tilly, Tom & Tiny with different kinds of materials: stick puppets, sock puppets, paper bag puppets, tube finger puppets, simple finger puppets and flannel mitten puppets,

along with tips on how to make them and use them. You'll even find suggestions for felt board fun. You and your child will be able to explore new ideas and create different situations with the puppets or flannel figures you make. Engage your children and make the experience as interactive as possible.

File Edit View Go Bookmarks Options Directory Help

Back Forward Home Reload Images Open Print Find Stop

Location:



PUPPETS AND PATTERNS

MAKING PUPPETS FOR TOTS TV - TILLY, TOM AND TINY

Using puppets is great fun. You and your child will be able to explore new ideas and create many different situations with the puppets you make. Holding a puppet in one's hand empowers a child. She can act out or say things in role playing she might not say as herself. She can problem solve or just have fun pretend playing. Remember the scripts are here as a guide to get you started. Create and develop your own! Puppetry activities are great for language development and using one's imagination!

The process of puppet making is great fun too! Be creative! You and your child can bring your own special touches to your puppet creations. Engage your child and make the experience as participatory and interactive as possible. Depending on her age and eye/hand coordination, she can be more involved in the creation of puppets.

The following are suggestions for making Tots puppets and tips on how to use them.

I. STICK PUPPETS - Download puppet patterns from your web site. This is a good first step in Tots puppet making.

Materials you will need: Adult scissors, child scissors, glue sticks, pieces of cardboard, contact paper, crayons or markers, tongue depressors or wooden sticks!

MATERIALS

- YARN
- CLOTH
- MATERIAL
- NEEDLE
- THREAD
- BUTTONS

[GO BACK TO ACTIVITY](#)

[RETURN TO HOMEPAGE](#) [PUPPET PLAYS AND ACTIVITIES](#) [PUPPETS AND PATTERNS](#) [MEET THE TOTS](#)

[TOTS' CHATTER](#) [BEHIND THE SCENES](#) [FAMILY PLAY TIPS](#)

← Use Scroll Bar To Continue Text.

Click Here To Return To Home Page.

Click Here To Return Specific Site Area.



Puppet Plays & Activities

TOTS TV is filled with a child's sense of wonder, making learning seem like a fun adventure. Click on * [Puppet Plays and Activities](#) on the Playbill or *toolbar* and you'll advance to the Directory. Here, you'll find a listing of the 40 television episodes, with the title of the episode, and a brief synopsis of their stories. At the end of each synopsis, you'll have a choice of * Act 1 or * Act 2. Now the fun begins! as you gain

access to the 80 engaging puppet plays and activities (two per episode) to enjoy with your children. We've drawn on the traditions of early childhood education to provide a range of plays — rhymes, poems, art, music, dances and movement, social exchanges, science observations and exploration of the environment.

File Edit View Go Bookmarks Options Directory Help

Back Forward Home Reload Images Open Print Find Stop

Location:

PUPPET PLAYS AND ACTIVITIES DIRECTORY

EPISODE 101 / "The Tots' Watery Adventures"
The Tots discover the Hippopotamus and are amazed that it can eat half a loaf of bread in one gulp. Tilly, Tom & Tiny learn about mud, play with colored water, and make a luxurious swimming pool.

EPISODE 102 / "Tilly and The Lovely Dress"
In "Tilly and The Lovely Dress," Tilly secretly helps a little girl find a special dress. The Tots watch Jane as she returns a fox cub to its family. Tilly & Tiny become King & Queen of Color. Tom gets a bad case of the hiccups and Mr. Noah cures Lion's stomach ache.

EPISODE 103 / "A Tots-In-A-Box Surprise"
Tilly, Tom & Tiny howl like owls. Tom laughs so hard that he loses a button, and Tiny finds an enormous box that proves to be full of fun.

EPISODE 104 / "Tiny's Terrific Tornado"
After the Tots see cars being manufactured, Tiny builds one out of wood and takes Tilly and Tom for a fantastic ride. Jane finds a wood house and Mr. Noah finds shelter.

EPISODE 105 / "Peacocks, Paintings & Packages"
Tiny discovers the Peacock and is amazed by its feathers. Jack plays with paint. Rat-a-tat-tat, there's a package on the mat, and lots of other fun surprises.

RETURN TO HOMEPAGE PUPPET PLAYS AND ACTIVITIES PUPPETS AND PATTERNS MEET THE TOTS
TOTS' CHATTER BEHIND THE SCENES FAMILY PLAY TIPS

Animated Images For Exciting Visuals.

Click Here To Go To A Specific Episode.

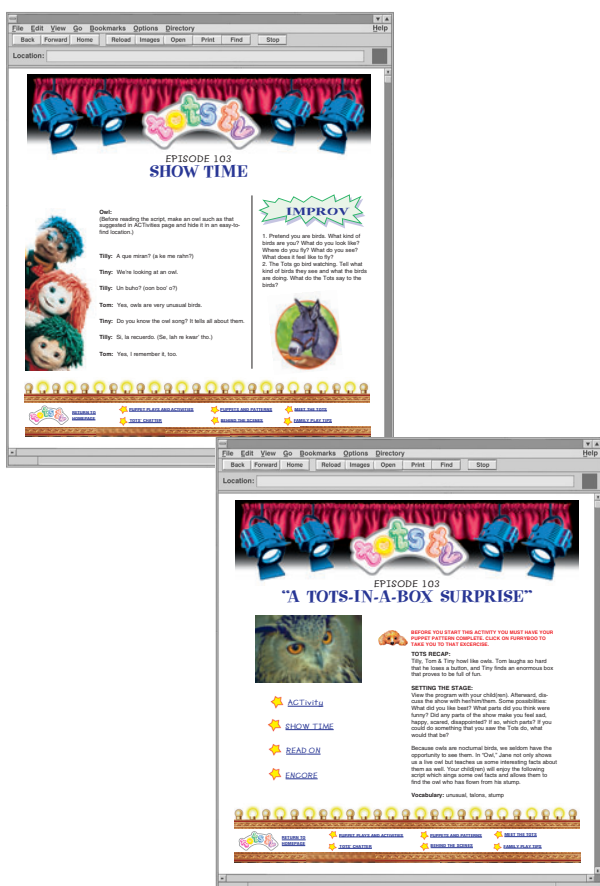
Use Scroll Bar To Continue Text.

Click Here To Return To Home Page.

Click Here To Return Specific Site Area.

One of the most delightful plays — and we’re sure it will become one of your family’s favorites—accompanies Episode 136, “Tiny’s Nighttime Teddy.” Act 1 offers *Night Sounds* and Act 2 is *Night Lights*. Let’s click on * Act 1. As all Acts do, this one begins with the following elements: Tots Recap (the episode synopsis), Setting the Stage and Vocabulary.

Setting The Stage covers a range of information, including comments on or questions to ask your children while viewing the television show; early childhood principles related to the television show or the puppet script; or suggestions on how to introduce the puppet script to your children. *Night Sounds* talks about childhood fears—strangers, the dark, new sounds and places—and how parents can help their children to handle unknown situations.



This area of the Theater gives you three options: * Show Time, * ACTivity, and

* Read On

* SHOW TIME presents the actual puppet plays featuring two or three of the Tots. If you have older children, they may also enjoy playing one of the parts. Props are noted. SHOW TIME also includes an IMPROV with suggestions on how you can improvise more ideas. “Night Sounds” suggests changing the situation of the play (“who is awake when I am asleep and what do you think they are doing?”) to make other comparisons, such as “who is out walking when I am at home.” IMPROV reinforces the basic purpose of the plays, which is to have fun while learning, and not to memorize the scripts. IMPROV also allows you to add elements to the plays that are familiar to your children based on their own life experiences and environment. Be ready to share your feelings and listen to your children share theirs.

* ACTivities are designed to accompany both the puppet plays and the television episodes. You may want to involve your children in making a plan for the day, such as deciding to watch TOTS TV together in the morning, and saving the puppet play and activity for after naptime in the afternoon. ACTivities engage you and your children in making things, such as musical instruments or props for the plays; cooking and art projects; improvising play environments; exploring the outside world; or playing a game. “Night Sounds” suggests making a tent inside the house by putting a blanket over a small table, and going outside for a treasure hunt by flashlight. All activities feature materials you can easily obtain along with easy to follow directions.

* READ ON suggests books on similar topics or dealing with similar themes that you can obtain from your local library or buy at a bookstore.

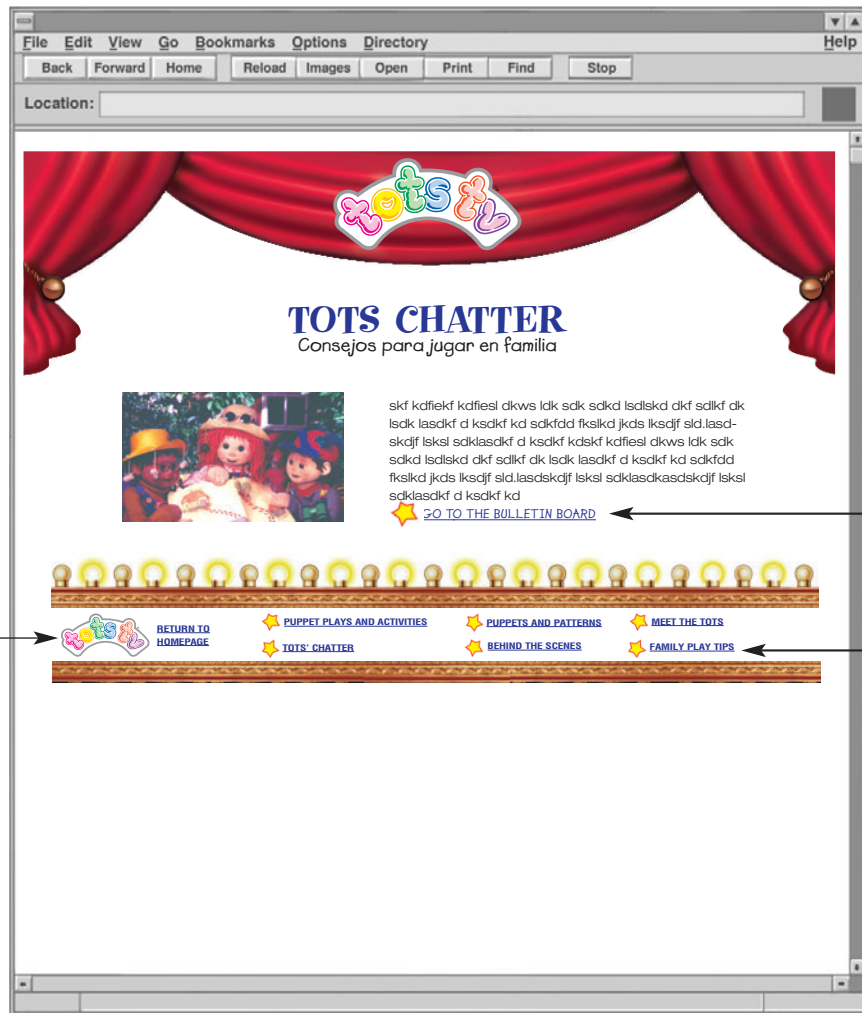
* ENCORE will debut in early 1997, adding special visual elements to approximately 20 of the 80 Plays and Activities to extend your children’s learning.



Tot's Chatter

The Tots' Bulletin Board, with real-time video and photographs will highlight community events related to TOTS TV, including activities sponsored by local public television stations around the country. Parents will be able to ask

questions, offer advice and share their concerns. All messages will be screened before being posted to the bulletin board, and a child psychologist or early childhood educator will review the site.



Click Here To Return To Home Page.

Click Here To Go To Personalized Bulletin Board.

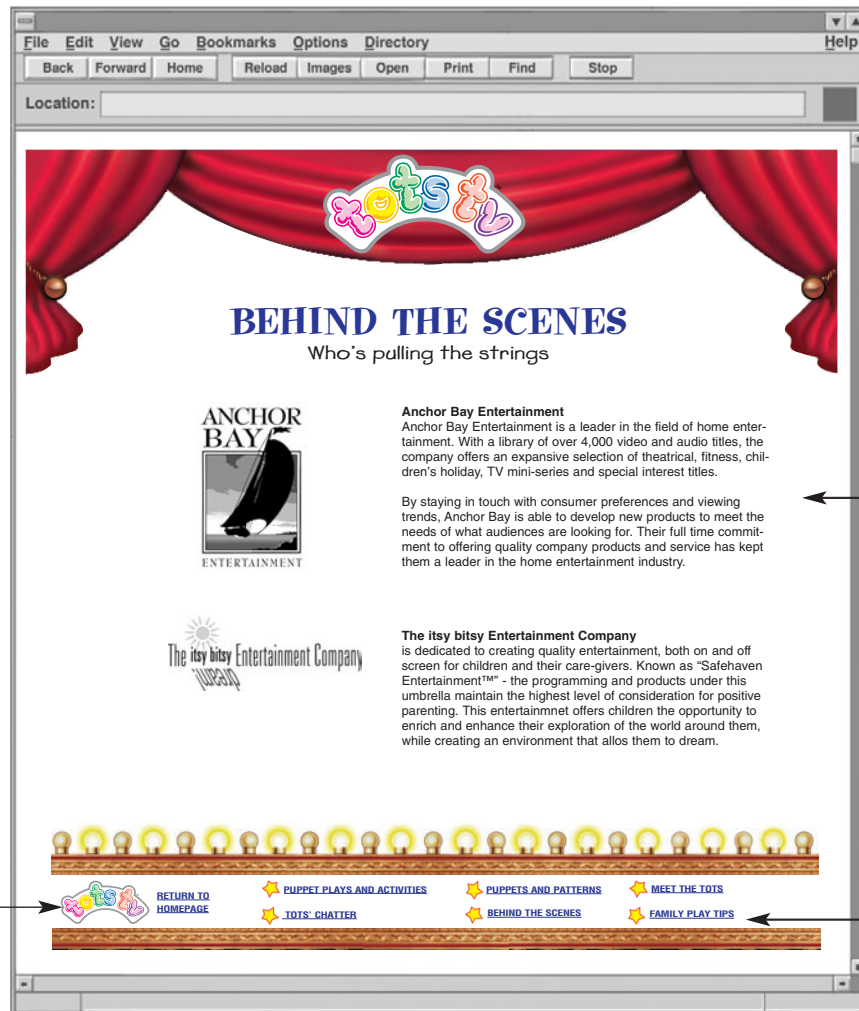
Click Here To Return Specific Site Area.



Behind The Scenes

Behind the Scenes introduces you to the many companies and individuals involved in TOTS TV: the production, web site, and educational outreach. TOTS TV is created by Ragdoll Productions (UK) Ltd. in association with Carlton Television, and produced in partnership with The itsy bitsy Entertainment Company. *Tots TV Theater* is developed by Outreach

Extensions and The itsy bitsy Entertainment Company in association with PBS Internet Publishing Group. Funding for this educational campaign is provided by The itsy bitsy Entertainment Company and Anchor Bay Entertainment, Inc., distributors of children's entertainment products including TOTS TV.



Click Here To Return To Home Page.

Read About Each Companies Involvement in Creating Tots Web Site.

Click Here To Return Specific Site Area.



Mini-Grants

TOTS TV Outreach Minigrants

TOTS TV is pleased to announce the availability of ten \$5,000 minigrants to public television stations to support implementation of the TOTS TV educational outreach campaign. Funds for the minigrants are made possible by generous grants from The itsy bitsy Entertainment Company and Anchor Bay Entertainment, Inc., distributors of children's entertainment products including TOTS TV. The minigrants will be awarded on a competitive basis, with applications due on November 10, 1996. Eligible stations include those which begin broadcasting TOTS TV no later than January 6, 1997. All grant activities must take place within a 90-day period, beginning January 1 and ending March 31, 1997.

Minigrant Opportunities / Objectives: The purpose of the minigrant program is to build awareness of both the television series and its innovative web site, and to facilitate parents' use of the web site and its educational materials for children aged two, three and four. In designing your station's minigrant program, you should focus on one or more of the **priority activities** that we have designated below:

- * to help parents learn how to use TOTS online materials, including offering parent trainings;
- * to print, distribute and use the TOTS materials in your local community, such as presenting community puppet theater demonstrations;
- * to augment your station's existing train-the-trainers for providers by adding the TOTS online materials;
- * to create community partnership activities or services in relation to TOTS TV, especially through local libraries;
- * to enhance *Tots TV Theater* through creative additions of local web supplements;
- * to increase the visibility of the series and the launch outreach effort; and
- * to increase the reach of TOTS TV to bilingual and Spanish speaking monolingual audiences, including Latino parents, providers and targeted community leaders.

Project Description: Your *Project Summary* should briefly describe your overall project, identify which of the above priorities you will address, your objectives, anticipated outcomes and target audience(s) (demographics, number of people you will reach). The *Workscope* should present your schedule (specific dates) of planned activities (who, what, where) over the three-month project timeline. You also need to designate any *community partner(s)* and their role(s) in the project. Ready to Learn stations should indicate *tie-ins to their Ready to Learn outreach projects*. The *promotion plan* should show how you will increase awareness of the TOTS TV series and *Tots TV Theater* web site in your community. Finally, you should provide a budget for your planned use of the \$5,000 minigrant funds.

The attached one-page application sets forth the information required in your minigrant application, including your willingness to acknowledge The itsy bitsy Entertainment Company and Anchor Bay Entertainment as the outreach funders; to publicize the TOTS TV series and *Tots TV Theater* web site address; and to adhere to grant requirements. This includes implementing the project as described in your application and submitting a final report.

TOTS TV Outreach Minigrant Application
*Welcome to **Tots TV Theater** (Web Site)*
Minigrant Application due date: November 10, 1996

1. Station: _____

Address: _____

2. Contact Person: Name _____

Title _____

Telephone _____

3. Agreements / Commitments:

If selected, our station agrees to acknowledge The itsy bitsy Entertainment Company and Anchor Bay Entertainment as the outreach project funders, and to publicize the web site address (<http://www.pbs.org/totstv>) in print materials and publicity. (Please check box if you agree.)

Our station agrees to adhere to the grant requirements, to implement the project fully as described in our application, and to provide a final report. (Please check box if you agree.)

4. Broadcast and web site access:

Launch date _____ and broadcast days/time(s) for *Tots TV*: _____

Do you have Internet access on your desktop computer? yes no

Does your station have its own web page? yes no

5. One Page Narrative / Outreach Plan:

Attach a one page narrative describing your Outreach Plan for *Welcome to Tots TV Theater*. Please include the following information.

A. Project Summary; Priorities (based on list provided); Objectives & Anticipated Outcomes; and Target Audience (demographics, number of people).

B. Workslope: Schedule of actions/activities (who, what, where), with a timeline (specific dates) for the 90-day period of the mini grant, January 1 - March 31, 1997.

C. Community Partner(s): who they are, service mission, rationale for selection, demographic profile of communities they serve and role in the project.

D. Relationship to your station's Ready to Learn project.

E. Promotion for outreach project to increase awareness of *TOTS TV* web site and series.

6. Budget: Please attach a budget showing your planned use of the \$5,000 minigrant funds.

Do you plan to obtain matching dollars? yes no don't know

If so, please designate local sources and amounts:

Additional trade or in-kind: _____

7. Authorized signature/title: _____