



Series Overview

WordWorld Overview

Now there is a new show for three- to five-year-old children with an idea so simple, powerful and fun that you can't help but ask: "Why didn't I think of that?"

WordWorld, a new TV show on PBS KIDS®, is funded in part by the Department of Education as part of the Ready To Learn literacy initiative. "WordWorld" is just as it sounds – a magical world made up of words where fun rules the day. In WordWorld, storytelling begins with WordPlay, allowing children to see how letters are put together to form words. Right before their eyes, these words come alive as playmates called WordFriends™, such as Duck and Sheep, and familiar objects called WordThings™, like Lamp and Truck.

Department of Education and Research Backing

WordWorld is the first in a series of programs partially funded through a five-year grant awarded by the U.S. Department of Education as part of the Ready To Learn literacy initiative. The grant includes rigorous research and testing of the show by The Michael Cohen Group (MCG). The MCG brings more than 30 years of experience in using applied research in the creation of successful entertainment and educational products for children.

Benefits to Emerging Readers

Early literacy skills are important for children's development and lay the foundation for reading competency. WordWorld differentiates itself from other children's shows by bringing words to life in a fun, engaging and tangible way for three- to five-year-olds, demonstrating that letters represent sounds, sounds make up words and words stand for real things in their world.



visit: pbskids.org/wordworld



WordWorld Lessons

The goal of the program is instant word recognition. To encourage truly in-depth learning, “WordWorld” combines both sides of the “flash card,” merging the picture with the spelled-out word, to help children tell stories, spark imagination and impart a love of words.

Based on more than 15 formative research studies, every “WordWorld” storyline incorporates at least one skill that is critical for emergent literacy from each of the following skill sets:

- Print awareness
- Phonological sensitivity and letter knowledge
- Comprehension
- Self-awareness and socio-emotional skills

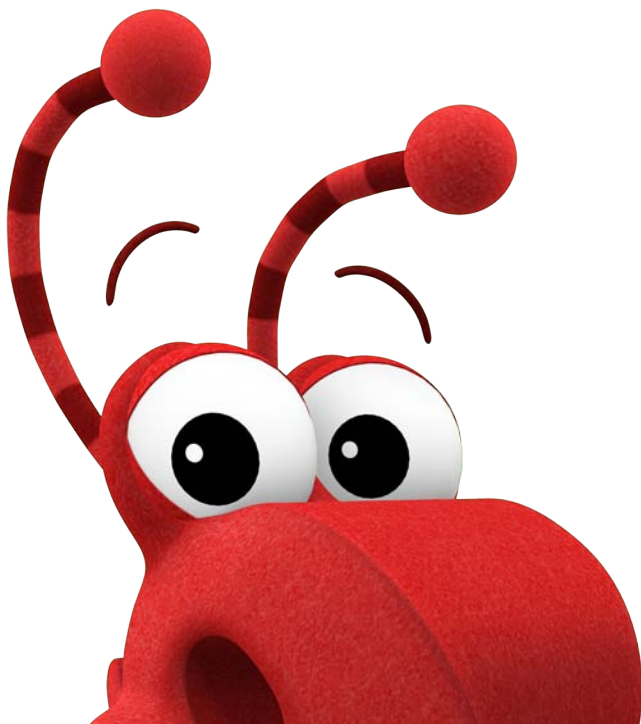
“WordWorld” engages children in literacy through lovable characters, humor and compelling storytelling.

Show Creators and Director

- Don Moody – Executive Producer and Creator
- Tina Peel – Executive Vice President, Production, Education and Research
- Jacqueline Moody – Co-Creator, Head Writer and Producer
- Olexa Hewryk – Emmy Award winning Director

Schedule

WordWorld premiered on September 3, 2007 nationwide on PBS KIDS®. Check local listings for specific air times in local markets. Season one will consist of 26 half-hour shows.



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