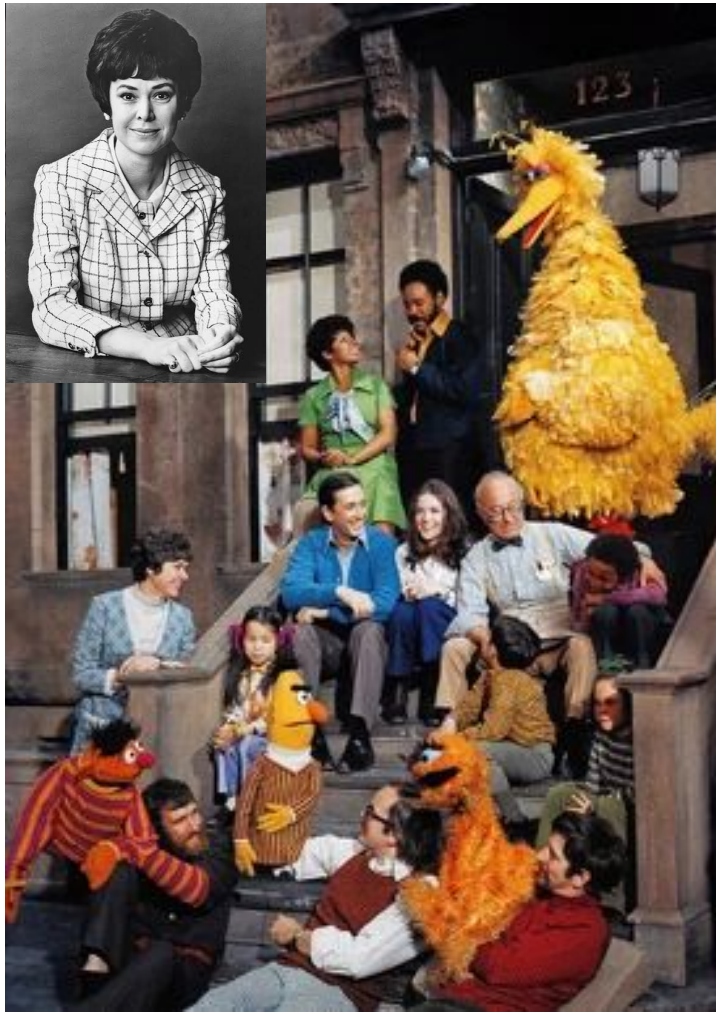
Tuesday 10th November

Long-running TV show Sesame Street was first broadcast on this day in 1969. It came about because Joan Ganz Cooney (insert) was concerned that children from poor families started school disadvantaged by weaker language skills. Cooney brought together teachers, psychologists and Jim Henson's Muppets to teach reading, counting and kindness via funny sketches and brightly coloured characters (Kermit & Joey sing ABC).

The creators didn't leave their goals to chance either, they tested and measured their audience and then changed the show to make sure it was working. It was the first time that educational TV was driven by **research**.

Cooney wanted the show to be relatable so she set the show in a busy multicultural urban neighbourhood. Sesame Street was initially rejected by the BBC but broadcast on ITV from 1971. It inspired generations of children and further TV shows.

- Can something be both entertaining and educational?
- Why might children from different backgrounds have different language skills? Can TV still help?
- What was your favourite Children's educational TV?



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