YMCA/JCC Child Development Programs Promote Reading with The Electric Company

Hey You Guuuuuyyyyssss!
It's back. The Electric Company, a classic 1970 PBS program from the producers of Sesame Street, is back in a playful, hip, multi-media experience, helping children, ages 6-9 become better readers.

Recently, several YMCA/JCC Child Development staff attended training on the use of some extensive curriculum materials which include clips from the program, skill-building games and activities, activities sheets and an interactive Website.

The new Electric Company showcases the fun and power of words in print as it demonstrates the personal and social rewards of expression and communication. The Electric Company cast helps kids recognize that literacy is for "kids like me" as each episode provides compelling opportunities to develop and practice skills.

The YMCA/JCC Child Development children are involved in a pilot project with WGTE Public Media, our local public broadcasting station. WGTE was awarded a Raising Readers grant, one of 20 markets in the country, to test some new literacy curriculum materials. YMCA/JCC Child Development staff will be providing Sesame Workshop with some feedback on the appeal and the "user-friendliness" of the materials. Be sure to tune it each Saturday at 9 a.m., to WGTE TV, to see what the excitement is all about!