



## WVIZ/PBS Broadcast: Fridays at 5 p.m.

Like the original *The Electric Company*, the new series draws from pop culture – music, comedy, technology and celebrities – to create a playful, hip, multimedia experience. The series includes many modular elements – sketches, animations and songs – that will serve a scaffolded phonics curriculum that extends beyond decoding and connected text to reflect new insights into how best to help struggling readers. **For ages six to nine.** Off-air recording rights: one year each broadcast.

The new website at [www.pbskids.org/electriccompany](http://www.pbskids.org/electriccompany) invites kids to experience the world of *The Electric Company* within an interactive environment. The website blends elements of popular kid-friendly Internet applications like YouTube, MySpace, and *American Idol*, and allows kids to create, share, and rate each others' video creations as well as decorate their own profile pages. Kids will also be able to play educational games based on the curriculum featured in each episode, and win points in support of their favorite *The Electric Company* characters. The site will stream full episodes, Web exclusive behind-the-scenes segments, cast interviews, outtakes, bloopers and celebrity clips. In addition, extensive downloadable outreach materials will be available to support the TV series and supplement the curriculum that parents, caregivers and teachers will be encouraged to use.

<http://pbskids.org/electriccompany/parentseducators/>

### Episode 101 – Skills

Conceptual Domain: The Body

Vocabulary Words: skill, feature [n.], athlete, visualize

Decoding Goals: *st*; silent *e*, *-oke*

### Episode 102 – Scent of a Human

May 1, 2009

Conceptual Domain: Animals

Vocabulary Words: human, instinct, canine, track [v.], scent

Decoding Goals: short *e*, *-ell*, hard and soft *c*; sight word *come*

### Episode 103 – Lights, Camera, Beetles

May 8, 2009

Conceptual Domain: Animals

Vocabulary Words: beetle, gigantic, terrarium, insect, examine, characteristic

Decoding Goals: short *u*; *-ug*; transformer *h*; *ch*; hard and soft *g*; *gr*

### Episode 104 – Call Me Tiki

Conceptual Domain: Animals

Vocabulary Words: responsible, irresponsible, mimic [v.], squawk, reputation

Decoding Goals: *-ight*; sight words *he*, *she*, *we*, *I you*

### Episode 105 – Lost and Spaced

May 15, 2009

Conceptual Domain: Space

Vocabulary Words: solar system, enlarge, constellation, atmosphere

Decoding Goals: short *a*; short *o*; *r*-controlled vowels

Connected Text Goals: ending punctuation (?!)

**Episode 106 – Trouble Afoot**

Conceptual Domain: Games

Vocabulary Words: coordinated, challenge [n.], agility, victory

Decoding Goals: short *i*; sight words *with/ without, f/ fl***Episode 107 – The Skeleckian Hiccups**

Conceptual Domain: Body

Vocabulary Words: reveal, remedy [n.], diagnosis, herbal

Decoding Goals: *s; m; mp/ mb***Episode 108 – Dirty Laundry**

Conceptual Domain: Space

Vocabulary Words: meteorite, conduct [v.], predict, astonishing, electricity

Decoding Goals: *-ou*; hard and soft *g; -ing*; sight words *coming, going***Episode 109 – He Ain't Heavy, He's Just Frozen****March 20, 2009**

Conceptual Domain: Games

Vocabulary Words: permanent, temporary, aim [v.], immobile

Decoding Goals: short and long *u*; silent *e*; *-ame***Episode 110 – Scrambled Brains****March 27, 2009**

Conceptual Domain: Science

Vocabulary Words: brain, personality, cure [v.], reverse [v.], theor

Decoding Goals: *-ai; br*; vowel *y***Episode 111 – Abracadabra Cadabra Ca-Green****April 3, 2009**

Conceptual Domain: Animals

Vocabulary Words: transform, reptile, habitat, lizard

Decoding Goals: *ee/e; r-controlled vowels; gr***Episode 112 – Game On****April 10, 2009**

Conceptual Domain: Games

Vocabulary Words: persevere, strategy, perseverance, compete

Decoding Goals: *oa; -oat*; hard and soft *c*Connected Text Goals: possessive *s***Episode 113 – War of the Words****April 17, 2009**

Conceptual Domain: Body

Vocabulary Words: stamina, fatigue, nourishment, exhausted [adj.], nutritious

Decoding Goals: *tr/dr; transformer l; sh*

Connected Text Goals: ending punctuation

**Episode 114 – Mighty Bright Knight**

Conceptual Domain: Games

Vocabulary Words: individual, opponent, merit [n.], fortunately, unfortunately

Decoding Goals: *-ight; br*; sight words *say/said*

Connected Text Goals: quotation marks with commas

**Episode 115 – The Orangachoke****May 22, 2009**

Conceptual Domain: Space

Vocabulary Words: artichoke, dubious, eclipse {n.}, solar

Decoding Goals: *ea; ld/lt, ay***Episode 116 – Gravity Groove****May 29, 2009**

Conceptual Domain: Body

Vocabulary Words: timing, pivot, gravity, intimidate

Decoding Goals: short *a/o*; *r-controlled vowels*; sight words *are, were*

**More episodes to come – 35 total episodes.  
Off-air recording rights: one year each broadcast.**