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PBS

Reading Rules!

By Megan Walsh-Boyle May 22, 2009 10:15 AM EST

This Memorial Day, PBS KIDS celebrates heroes with a two-hour marathon of the preschool series that celebrates the power to read. *Super Why!*, the brainchild of Angela Santomero (who also created *Blue's Clues*) turns out is a hero in her own right, at least according to the results of a recent Annenberg study concluding that children, especially from low-income families, are learning core early literacy skills from the show. "I thought, 'Why can't we use television to show the adventures inside books?'" says Santomero. "The way we approach TV is from an educator's point-of-view—our vision for television is to really use it to teach millions of kids. Kids are getting so much out of it, because every second of the show is really accounted for."

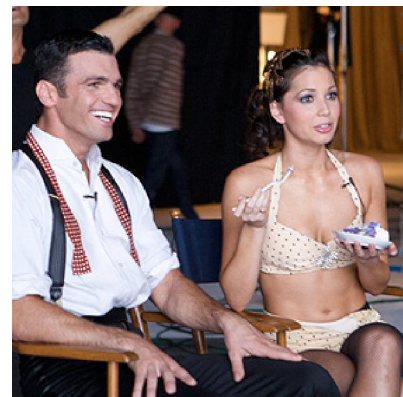
So TV doesn't have to rot kids' brains and parents can feel good—not guilty—letting little ones tune in on Monday for four back-to-back adventures based on the classic children's stories *George and the Dragon*, *Little Red Riding Hood*, *Swiss Family Robinson* and *Rapunzel*. *Mom and dad might even get the superhero treatment just for reading the awesome books their kids discovered on Super*

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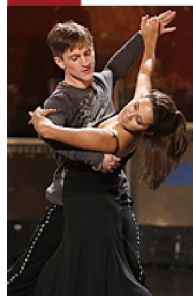
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TV Guide Magazine takes you behind the scenes for our *Dancing With the Stars* cover shoot!

POLL TODAY'S HOT TOPIC



Which summer reality series is your guiltiest pleasure?

- Wipeout
- The Bachelorette
- Jon & Kate Plus 8
- So You Think You Can Dance
- Here Come The Newlyweds
- Other

[Click here to vote](#)

applauds *Big Bang's* upgrade

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Why!

And if you want to encourage reading over the summer, it's the Super Readers to the rescue...again. Check out <http://pbskids.org/superwhy/> for free activities, resources and information about the Super WHY Right On, Read-A-Thon, kicking off in June.

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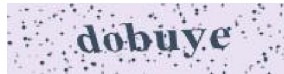
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