



## TALARIS AND PBS STATIONS LAUNCH SECOND YEAR OF PARENTING PROGRAM

Parenting Educators from PBS Stations Attend National Conference in Seattle

### *Workshops Make Early Learning Research Accessible to Parents*

Seattle, WA (October 19, 2005) Talaris Research Institute, a nonprofit based in Seattle, and KCTS/Seattle Public Television are launching the second year of "*Parenting Counts: A Focus on Early Learning.*" The parenting education initiative is now available in nearly 50 communities through PBS' national "Ready To Learn" service. Parenting educators are attending Talaris's *Parenting Counts* conference in Seattle this week to learn how parents can help a child's healthy social and emotional development from birth through five.

Research shows that promoting a child's emotional and social skills is critical to their success in school and in life and parents play a vital role in developing those skills. The twenty-minute and two-hour *Parenting Counts* workshops provide parents with insight into a child's mind based on research on topics such as tantrums, feelings and language development, among others. One-minute television spots, a touchstone of the workshop, visually translate the science of early learning research into examples parents can use in their daily lives. The Emmy Award-winning spots are available online at [www.ParentingCounts.org](http://www.ParentingCounts.org).

"This is about showing, not telling. Parents see how parenting practices play out in everyday examples, and the examples are research-based, not fad-driven," says Terrence Meersman, executive director, Talaris Research Institute. "By working with KCTS and PBS stations nationwide, *Parenting Counts* can reach more parents and improve the lives of children."

"KCTS has a longstanding tradition of helping children in our community prepare for lifelong learning; it's one of the most important things we do," says William "Bill" Mohler, president and CEO of KCTS. "We're pleased to join Talaris in continuing this successful campaign, which will help parents make the most of those critical first five years in their child's life."

The workshop materials are available to all PBS stations. Talaris also has awarded cash grants totaling \$150,000 for enhanced community outreach.

### 2005-2006 participating stations

- KNME Albuquerque, NM
- KAKM Anchorage, AK
- KWCM Appleton, MN
- WOUB Athens, OH
- KLRU Austin, TX
- KSMQ Austin, MN
- LPB Baton Rouge, LA
- KAWE Bemidji, MN
- WSKG Binghamton, NY
- KUSM Bozeman, MT
- SHPT Bunker Hill, KS
- WSIU Carbondale, IL
- WPBY Charleston, WV
- WEIU Charleston, IL
- WTVI Charlotte, NC
- WTTW Chicago, IL
- KEDT Corpus Christi, TX
- KRMA Denver, CO
- WTVS Detroit, MI
- WKAR East Lansing, MI
- WNIT Elkhart, IN
- WQLN Erie, PA
- KEET Eureka, CA
- WNIN Evansville, IN
- KMOS Warrensburg, MO
- KFME Fargo, ND
- WUFT Gainesville, FL
- Houston PBS Houston, TX
- WFYI Indianapolis, IN
- WJCT Jacksonville, FL
- IPT Johnston, IA
- KCPT Kansas City, MO
- WPT Madison, WI
- WLJT Martin, TN
- KSYS/KFTS Medford, OR
- WYIN Merrillville, IN
- WYIN Muncie, IN
- WNET New York, NY
- WSRE Pensacola, FL
- KENW Portales, NM
- KNPB Reno, NV
- UNCTV Research Triangle Park, NC
- KVIE Sacramento, CA
- KLRN San Antonio, TX
- KQED San Francisco, CA
- KCTS Seattle, WA
- WFSU Tallahassee, FL
- WILL Urbana, IL

Videotapes or DVDs of the television spots are available to the media.

### About Talaris Research Institute

Talaris Research Institute ([www.Talaris.org](http://www.Talaris.org)), a Seattle-based, nonprofit organization, advances knowledge of early learning and the importance of parenting in the first years of life. It does so by providing parents with tools on social, emotional and cognitive development from the prenatal period through age five. National partners include PBS' Ready To Learn coordinators through the multimedia *Parenting Counts* program, co-developed with KCTS/Seattle.

### About KCTS

KCTS/Seattle ([www.kcts.org](http://www.kcts.org)) serves viewers by producing and presenting quality information and entertainment programs that reflect its mission to "inform, involve and inspire" and that contribute to lifelong learning. Among KCTS' numerous national credits are the Emmy Award-winning children's series, *Bill Nye the Science Guy*; the Emmy-nominated PBS miniseries, *The Perilous Fight: America's World War II in Color*; popular how-to series including *Nick Stellino's Family Kitchen* and *Graham Kerr's Gathering Place*; and the 13-part series, *The Eyes of Nye*, which premiered on public television stations in April 2005.

KCTS' local Kids & Family initiative extends the station's community impact through participation in PBS Ready To Learn, serving parents and educators in Washington State and Canada with high-quality educational programming, resources and services that support children's development and school readiness.

### Contacts:

Cherylynne Crowther  
Talaris Research Institute  
206-529-6898 x 307 | cell 206-571-2931  
[cherylynnec@talaris.org](mailto:cherylynnec@talaris.org)

Pat Mallinson  
KCTS/Seattle  
206-443-6798  
[pmallinson@kcts.org](mailto:pmallinson@kcts.org)