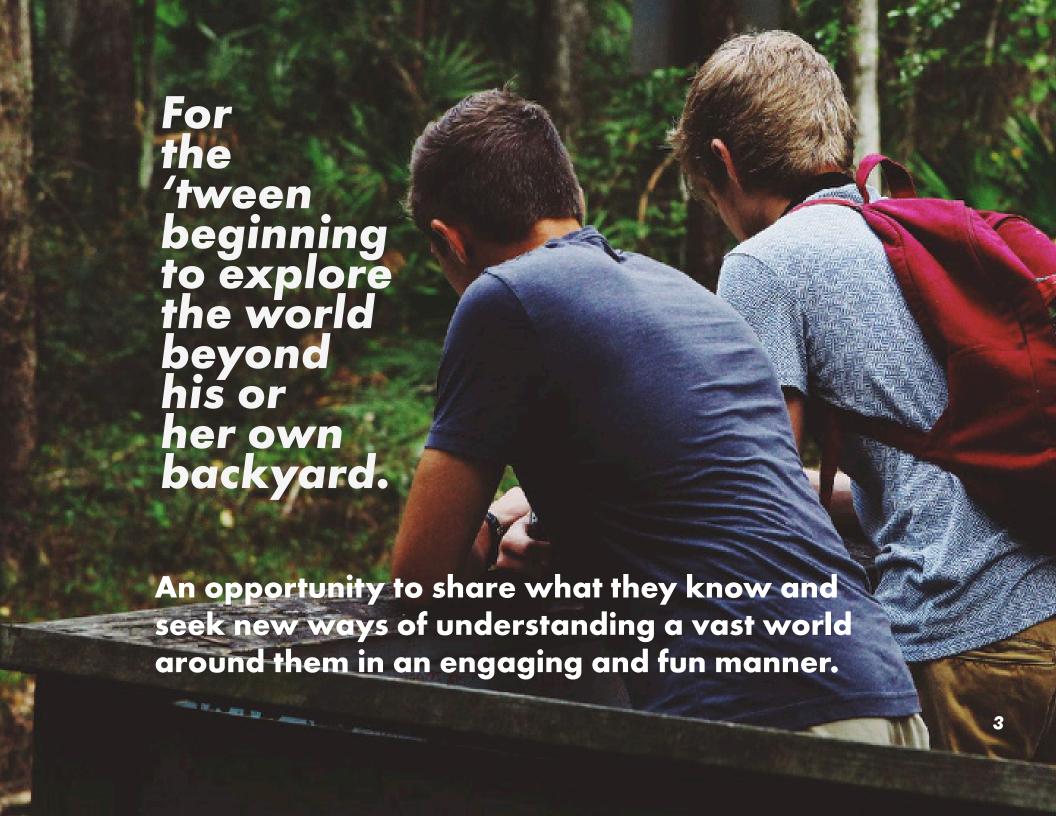
PODCAST FOR TWEENS











MY BISKYIKO

begins with submissions through the 'my backyard' website and social media sites where 'tweens can upload a video or audio message, or they can do something as daring as write us a letter, or use any of the prompts (see sample questions on pages 18-20) to submit stories about their own backyard - city, state, region.

FORMAT: MY BACKYARD



Stories about how they discovered a particular aspect of their backyard and why it's worth sharing. Each episode is built using interview audio with kids, facts and trivia, engaging/comedic audio reenactments of stories surrounding the place/activity/historical relevance of each story.



Part of each episode will have an interactive element using social media and other means of engagement to answer trivia questions about the geography/historical/wacky news, etc.

WHY IT MATTERS: MY BACKYARD



Technology means humans have stopped going to each other for insights and information about the big world we all share - we've begun to habitually "Google Our Lives."



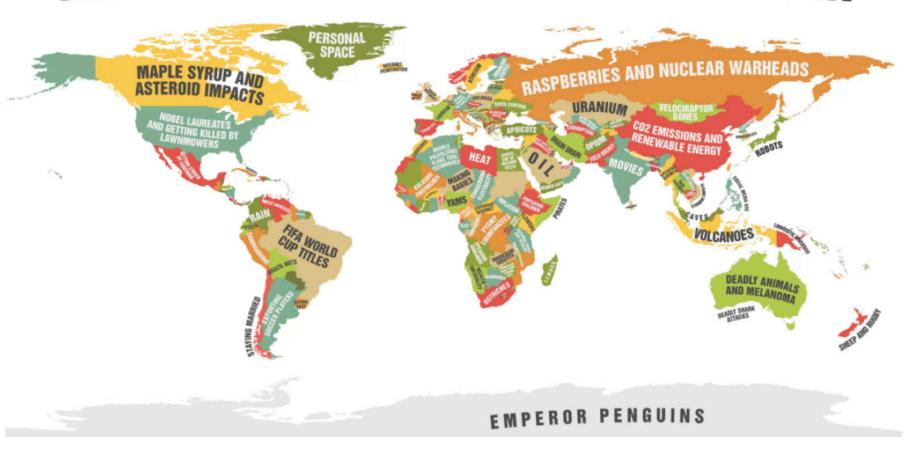
MY BACKYARD seeks to engage kids in a fun an interactive adventure to get out and explore, for the purpose of knowing at a cellular level, they are part of a bigger story than what is just happening in their own backyard.

WHY IT MATTERS: MY BACKYARD



It is that knowledge, the connected nature of their world, that will inform each one as they grow up and look for ways to participate and contribute to the world around them and beyond.

WHAT EACH COUNTRY LEADS THE WORLD IN





TOUTED STRIFES OF DOUGE

launches the series with 12 episodes ranging from 10-15 minutes focusing on stories from around the U.S.A.





2

GROUND THE WORLD FOR HUNDYENTORE

takes the second season from the U.S.A.'s backyard to international backyards around the world.





INVITATION FOR SINVENTORE

will be the third season where explorers from season's one and two will meet up to show each other the places they shared in the first two seasons.



SAMPLE QUESTIONS FOR TWEENS: MY BACKYARD

Tell me about your neighborhood (for added credit: using only colors as ways to explain, using only movie characters, using only types of transportation)

What is it about your city that you think is the greatest thing and why?

Is there an unsolved mystery surrounding your town/city/neighborhood?

In the same amount of letters as a Tweet, tweet me your cities best thing

In what ways to you get around your city?
What do you think those will become in the future?

SAMPLE QUESTIONS FOR TWEENS: MY BACKYARD

What is the largest building near your house? Describe that building

Do you have a cemetery in your town? Have you ever been there? Tell me about it

Has something significant in history taken place in your hometown?

What annual festival or celebrations happens in your hometown?

How many people are you related to that live in your hometown? Oldest? Youngest?

SAMPLE QUESTIONS FOR TWEENS: MY BACKYARD

If your city was a book, tv show, film, animated series, what would it be titled? Why?

Are there more nice people or mean people in your town, explain

Something crazy that is totally natural in your hometown - massive tree? waterfall? Etc.

Do you have any museums or such?

Best thing you've ever eaten at a place in your hometown - what and where and with whom?









- **Educational Foundations**
- Travel (Airline, Hotel, etc)
- **Networks** (Travel Channel, History, Nickelodeon, etc.)
- Kids Products











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