

Parents of Children at The Elizabeth Ann Clune Montessori School of Ithaca,

My name is Lexy White and I am a freshman Television-Radio major at Ithaca College. I grew up in Syracuse, New York and graduated from West Genesee High School. I was heavily involved in my community at home, participating in varsity sports, coaching sports camps, playing music, and volunteering for Camp Good Days. When I arrived in Ithaca I jumped right into a multitude of activities. I am a member of the sports radio, Ithaca Now on the WICB radio and clubs on campus such as IC Courage and Women in Communications. I also participate in the student run television station at Ithaca College called ICTV. My co-producer, Taryn and I are both passionate about the content that we can create as we both want to go into the television field after graduation. We had the idea to create content for children that will benefit them in a positive way. There is a lot of content in the media that can have negative effects on children and we have the opportunity to do something about this. Our target audience is not only children, but people of all ages. Watching children interact with members of the community and do different segments on a variety of topics can be fun for a wide range of people. Our idea is to create content that is not gender specific while also mentoring children in the field of television and media.

It is our hope that the children of the Montessori school will be just as excited about this project as we are. We need 9 children to be the on screen talent of our Television show. We are pitching the show this semester and if it is approved, we will be in production starting next fall. The 9 children would be on a 3 person rotation every week. We will be filming one episode a week but not all 9 children will be needed each week. We chose 9 children because we understand that families have other commitments and things come up so this way if a child cannot come one week, another child can fill in. We would ideally like children ages to 8 to 13.

Details about exactly what the children will be doing throughout each episode are below in the show proposal. This is a variety show so there will be a monologue at the beginning where that week's child talent will give a rundown of what will happen in the episode. This is followed by the "Word of the Day" segment where we will pick a new and uncommon word for one of the children to talk about and use in different ways. This is followed by the "New News" portion then "This Day in History" will come next. To wrap up the show we will have an interview and a game. All of these segments are relatively short. The entire cast of each episode will be children except for each week's interview subject and the two college students who would come in to play a game with the children. The content is going to be educational, funny and interesting to the children.

If you and your child are interested in this opportunity or have any questions or concerns at all please contact me at (315) 391-5717 or email me at [awhite10@ithaca.edu](mailto:awhite10@ithaca.edu). Attached is the proposal with details about the show but if you would like more information please contact me. We would ideally like a confirmation of interest as soon as possible as we want to meet and audition the children as soon as we can.

Thank you so much for you time and consideration and we hope to hear from you soon!

Best,

Lexy White  
Ithaca College '19



**Ithakids**

Producer: Lexy White  
Rowland Hall 309  
Ithaca, NY 14850  
315-391-5717  
white 10@ithaca.edu

Producer: Taryn Falkenstein  
Terrace 2 300D  
Ithaca, NY 14850  
571-225-0835  
falkenstein@ithaca.edu

Didn't you hear?! Kids are taking over ICTV.

Title: IthaKids

Synopsis

A variety show featuring kids, for kids including segments such as news, games and cooking. There will also be educational programming with facts and segments on topics such as other countries, math, history and languages, including a word of the day. The children will participate in various activities that change each week.

Why this show?

1. There are no other children's shows on ICTV. Adding new content to the station will obviously make it more diverse and will help ICTV appeal to a younger audience as well as to parents whose children will be watching and participating in the content. This can make the statement that children's content is also important because what children watch on TV can influence how they will develop.
2. The show will break down gender roles by allowing male and female children to interview a wide variety of role models in various fields. There is so much media content today that is negative and affects the younger generations. We talk about it regularly and recognize

the issue, but now we are going to take action. Children will be involved in and view content that is going to positively affect and shape them into the next generation.

3. Children often do not watch content that is both entertaining and educational. This show gives children an exciting, funny and informative local media source. Viewers of all ages will walk away from this show knowing more and can become aware and knowledgeable about many different topics and subjects.
4. This show can provide a great opportunity for the kids that are a part of it. We would have the unique chance to expose them to the world of studio production. One of our main goals is to create an educational and mentoring aspect behind the scenes. We believe this could be very influential in their lives and could share our passion for media with a younger generation and help the future media creators by starting the mentoring now.
5. This show will elevate Ithaca College Television's community standing and involvement. It will also lead to Ithaca College's competition in children's programming such as but not limited to the college emmy's and grants.

#### Topics

Word of the Day

The New News

This Day in History

Interview

Game

#### Discussion Content

1. Word of the Day - At the beginning of every episode the children will talk about a new and uncommon word, the origin, definition, and how you can use it. That child will then use it in their interview later in the show.
2. The New News - Two of the kids will be the hosts of kid friendly news around the world, sports segment, entertainment, and food.
3. This Day in History - Tell a fun fact about this literal day in history, ex. November 21, 1620 the pilgrims reach America in Provincetown Harbor, Massachusetts
4. Interview - 5 minute interview with interesting people both on campus and throughout the community. Here the child will also incorporate the word of the day with
5. Game - kids vs Ithaca College Students- pictionary, taboo, are you smarter than a college student, charades,

#### Booking Guests

1. We are hoping to audition children from a local private school. The children would be from ages 8 through 13. Ideally we would have 9 children that would rotate each episode
2. For our first guest we are hoping to have Ithaca Mayor, Svante Myrick. A child would interview him on the bench that he put where his parking spot used to be because he believed that there were not enough parks in Ithaca.
3. Other guests that we would contact to be interviewed by the children are:
  - a. A Cornell Astronaut-

- b. The Aquaponics professor at Ithaca
  - i. She is creating food that is more sustainably efficient
- c. The Cornell Students involved in proving the gravitational waves theory
- d. In the November the children could go down to the voter registration and interview the people that work there before the election.
- e. Dolce Cafe Owner
  - i. Maria Cacciotti Salino just came in third place in the National Pillsbury Pie Contest
- f. East Hill Flying Club
- g. Farmer Market Organizers
- h. Wegmans Employees that could maybe do a baking segment with the children.

#### Pre-selected Positions

- 1. Producers
  - a. Lexy White and Taryn Falkenstein
- 2. Director
  - a. Lexy White
- 3. Assistant Producer
  - a. Katie Holzman
- 4. Talent Coordinator
  - a. Eleni Sabracos, Certified Nanny