



Ontario R & E Summit

Youth and Science: Making the Connection

June 5, 2007



Introduction

Today's theme

Helping make the connection between youth and science

1:00 TVO: Engaging our youngest learners in science

1:10 Extreme VR Science Fair

1:40 Virtual Researcher on Call (VROC)

2:25 Your Questions

Who is TVO?

TVO is Ontario's public educational media organization

We are committed to using media to build the next generation of citizens and to engage adults in the issues that define who we are and how we live, as citizens, at the outset of the 21st century

Customer + Content Strategy

TVO delivers customer-focused educational content in a way that stimulates curiosity, discovery and engagement, all connected to EDU priorities

Three Streams of Content under the strand of Citizenship:

- Kids
- Parents
- Adults



EDU Priority: Contribute to school readiness and help kids to be successful learners

- More than 70% of the broadcast day
- *TVOKids* all day, every day
- Content developed with educators
- All curriculum-linked or curriculum-based
- Innovate content on all platforms

**THE
SPACE**





- Live after-school block for kids aged 6-11
- Builds on concepts kids are learning at school
- Emphasizes learning is fun
- Uses educational media in a positive way
- All content curriculum-based



Science: *The Space* is the place!

- In-house productions
 - Envirogirl
 - Space Trek
 - Citizen Science
- Acquisitions
 - Backyard Science
 - The Shack
- Co-productions
 - Heads-up
 - Bright Sparks