

Magical Do ReMi **E/I Qualification Statement for The CW4Kids**

The Series

A magical, musical odyssey through the secret world of witches-in-training, *Magical DoReMi* is the story of three 3rd graders and best friends, Dorie, Reanne and Mirabelle who—armed with the power of music and the desire to make the world a better place—embark on a journey to become full-fledged witches. These “Witchlings”, as they are known in the Lunaverse, must go through eight stages of apprenticeship which takes them on endless adventures and introduces them to a cast of colorful characters.

As these imaginative Witchlings tackle each stage of their apprenticeship, they learn that their magic shop, “The DoReMi Magic Shop”, only attracts people in need of magical assistance. As such, the girls are continuously in a position to help others, but regardless of whom they are helping the girls always learn valuable lessons about themselves. The series chronicles the escapades of the Witchlings as they develop their self-confidence, accomplish successful magical endeavors and come to the aid of those in need of magical help. Overall, the Witchlings learn important lessons of responsibility, loyalty, dependability and the power of friendship. The presentation of the various life lessons in a comedic musical context makes the learning fun, natural and engaging for both the Witchlings and the viewers!

Educational Consultant

Dr. Helen Boehm is an educational psychologist and long-time advocate for responsible children’s media. She is the former head of the Children’s Advertising Review Unit of the Better Business Bureau, the Public Responsibility and Broadcast Standards at MTV Networks/Nickelodeon and Vice President for Public Service at Fox Broadcasting/NewsCorp. Dr. Boehm is a graduate of Boston University and received her Masters and Doctoral degrees from Columbia University. She is the author of *The Right Toys* and *Fearless Parenting for the New Millennium*. For more information on Dr. Helen Boehm please visit her website at <http://www.fccready.com/>.

Educational Format

Dr. Boehm oversaw the development and production of educational content for *Magical DoReMi*. Her responsibilities included advising and assisting writers and producers on the integration of age-appropriate social and emotional themes and other educational and pro-social material into the episodes. Dr. Boehm provided input on character development to reinforce social and emotional behavior as the primary educational purpose of each program. Dr. Boehm ensured that the abilities and behaviors recommended in the California Teacher's Association (CTA) curricular objectives were successfully modeled by the characters. Dr. Boehm oversaw the development and production of the educational and informational message of each episode. The messages are delivered in three ways: (i) recurring themes; (ii) lessons introduced, addressed and resolved within individual episodes; and (iii) messages that continue from episode to episode.

Educational Goals

It is difficult to find ways to engage children and encourage them to develop healthy attitudes and social awareness. However, the creative imaginary situations depicted in *Magical DoReMi* provide children with safe environments to practice and rehearse "pro-social" behaviors. The non-threatening, relatable Witchlings gently address issues and situations that children encounter everywhere – the school, playground and home. The Witchlings experiences encourage the development of fundamental social-emotional learning abilities in young children. Utilizing the backdrop of shared fantasy adventures, Dorie, Reanne and Mirabelle, are empowered by their unique talents and personal courage to explore the challenges of emerging friendships and group cooperation. The girls all share a core set of positive values and ideals: tolerance, respect for others, friendship, loyalty and compassion. A significant educational purpose of *Magical DoReMi* is to inspire empathy and to support the social-emotional underpinnings of confidence, responsibility, tolerance and loyalty. A primary purpose of each episode is to integrate and teach these age-appropriate social and emotional skills. Common school situations are dealt with in individual story lines, from feeling unpopular and vulnerable to being lost or experiencing an embarrassing failure in front of others – with the show providing a

variety of age-appropriate solutions. At the same time, the storylines reinforce the messages and provide opportunities for children to model appropriate behavior, which includes understanding and compassion for those who look and behave differently, or are less fortunate.

Specific Educational Objectives

- Truth, trust and forgiveness are the basis for a strong friendship.
- Emphasize that through practice and dedication you can achieve your goals.
- Encourage viewers to persevere and never give up.
- Demonstrate verbal and nonverbal communication.
- Demonstrate the value of teamwork.
- Accepting responsibility for their own behavior, words, and actions.
- Foster courage and confidence.
- Learning to deal with emotions, such as envy, jealousy and resentment.
- To best solve problems, first gather information, then consider it carefully to identify possible resolutions.

Target Audience

The series was produced with the primary purpose of educating and informing children ages 3-7 through entertaining and engaging programming. The characters, storylines and recurring themes of the series represent a broad range of issues, information and tools that are identifiable and meaningful to both boys and girls.