



Season 2 Writers Summit

November, 2022

"It is truly one of the best shows on PBS.

The questions are interesting, the show demonstrates critical thinking, the songs are catchy and fun, and the style of the animation is bright and inviting."

- Brian Nuterangelo
(father of Lillian, age 5)
Chevy Chase, MD

"At four and eight years old, this is one of the few shows airing now that appeal to both of my children. They like that Elinor is smart and is always asking questions, just like they are."

- Jill Anderson
(mother of Vivian and Clara)
Los Angeles, CA

"As an educator,

I appreciate the innocence, simplicity, moderate pace, scientific approach and information. My four year old daughter absolutely loves your show."

- Leslie Hamilton
(Pre-K/K Teacher)
Wake County, NC



Welcome to Season 2 of Elinor Wonders Why! What a wonderful journey it's been. We set out to create a show that inspires young kids' wonder and curiosity about Nature, teaches them the basic science skills they need to find their own answers, and engages them with fun storylines, compelling characters and beautiful artwork. And the response from viewers has been amazing.

Please read the Show Bible for the basics on Elinor Wonders Why.

Show Highlights

Our characters are fun, relatable, and model the kindness and inquisitiveness we want to inspire in kids.

Our show stands out among others in that scientists form an integral part of the creative and curriculum vision. This leads to new and interesting types of stories that feel new to preschool television.

More than ever, especially due to COVID-19 and the global pandemic, children have a dire need to go outside and connect with Nature. Research has shown that connecting to Nature is a critical message that can help a child's mental and physical well-being, especially for those who come from under-represented communities.

Season 1 Kudos!

- Nominated for two Daytime Emmys: Outstanding Preschool Children's Animated Series and Outstanding Directing Team for a Preschool Animated Program.
- Averages nearly 14 million streams per month across PBS KIDS digital platforms.¹
- Television Highlights:
 - Reaches 5 million TV viewers/month, including 1.3 million children 2-11.²
 - Ranks among the top five PBS KIDS shows on-air in terms of audience reached.³
 - Tops the PBS KIDS average by 33% among Kids 2-5 TV ratings.⁴
- Airs in over 78 countries worldwide!

"Elinor's a curious scientist just like me.

I love this show.
It's so funny AND it teaches me stuff."

- Nilla, age 5
Aspiring scientist
Blackburg, VA



¹ Google Analytics, Sept 2020 – Aug 2021.

² Nielsen NPOWER L+7, 9/27/2021 - 2/27/2022, Avg Mo Reach, 1+, P2+, K2-11..

³ Nielsen NPOWER L+7, 9/27/2021 - 2/27/2022, Avg Mo Reach, 1+, K2-8.

⁴ Nielsen NPOWER L+7, 9/27/2021 - 2/27/2022, Avg Mo Reach, 1+, K2-8 GAA%.

What we're excited about in Season 2

For Season 2, we are excited to continue the show's mission to emphasize curiosity, Science and Engineering skills, and connections to Nature and Natural Design. More than ever, children need encouragement to go outside and explore the outdoors, even if it's just their backyards or local parks.

We are also excited to blend in stories from other curriculum areas, notably:

- Health and Wellness
- Earth and Physical Sciences

But also important, we are looking to **raise the bar** from Season 1 in being

Funny!

Let's make kids giggle and laugh as they learn about the amazing world around them.

At the same time, let's make our stories even more

Original!

Let's challenge ourselves to find new interesting stories and new story structures and situations to DELIGHT kids with.

Of course, all the while keeping a clear focus on

Character and Heart!

Kids love our characters, let's continue to make them relatable, accessible and fun to learn from.

Specifically, we are looking for new ideas about:

New stories in Health and Wellness. We'd love for kids to learn about themselves as well as the world around them. We want to do more stories like "These Sneezes," "Baby Steps" and "Rest is Best."

Stories about systems. We want to do more stories like "The Paper Trail" and "The Syrup Tree" that show kids the origins of everyday things they never thought about, and how they connect to Nature.

We'd love to **explore more of the characters and settings we only hinted at in Season 1**, like re-visiting Desert Town with Elinor's grandparents to see the different animals and plants that thrive there. We are also interesting in exploring a few new habitats and ecosystems in this season.

We want to explore learning goals in the Earth and Physical Sciences, like exploring rocks and clouds and rain and how they connect to living systems.

More Natural Design connections. We'd love to explore this unique aspect of the show more, finding authentic problems the kids can solve with inspiration from Nature.

"My toddler talks about Elinor, Ari and Olive like they are his friends."

- @chipsmayai
(on Reddit)

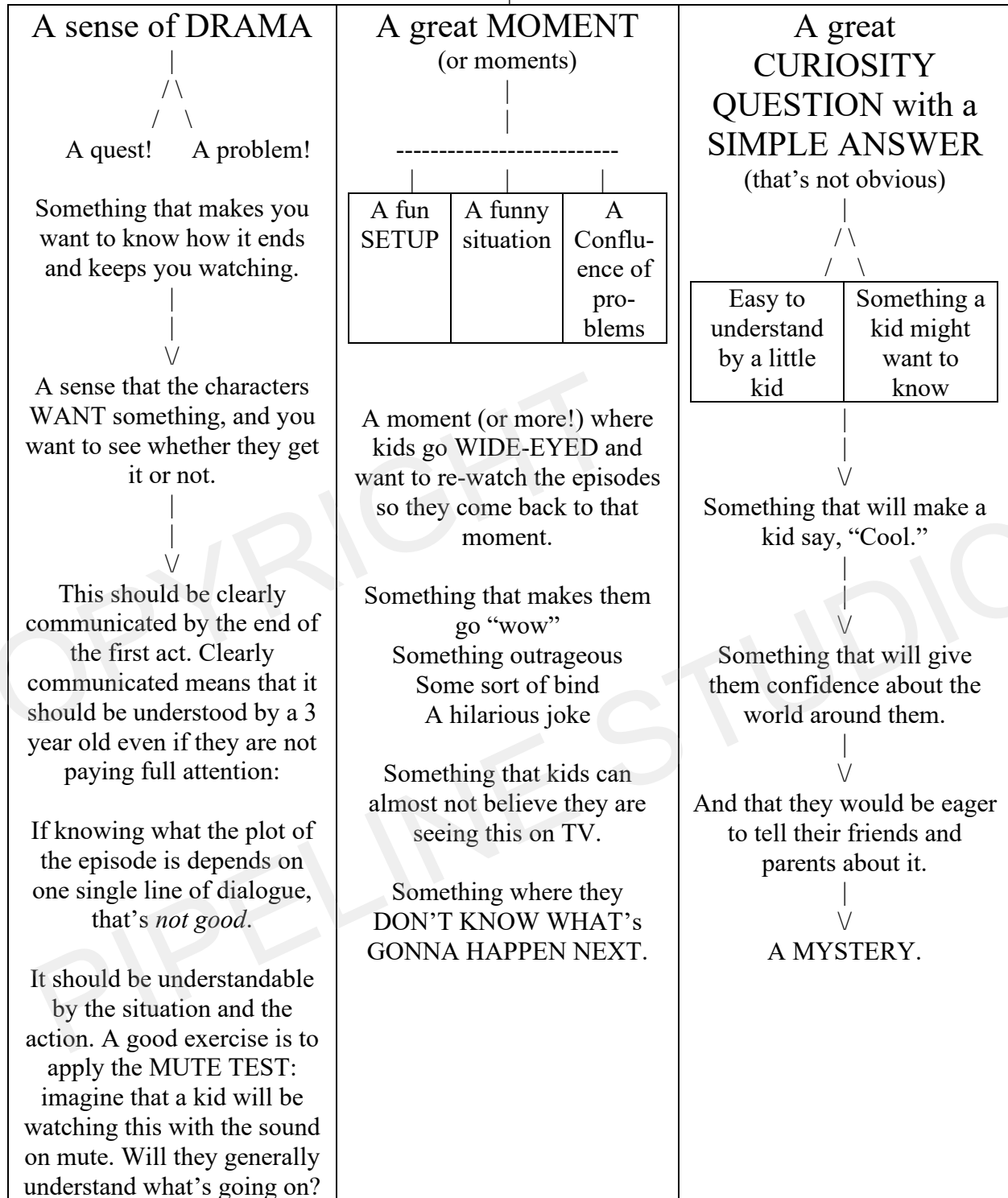


"Elinor led to my kids sitting still just watching ants in our yard **FOR AN HOUR**. Please, more Elinor."

- DrOddCat
(from Reddit)



KEY INGREDIENTS:



GUIDELINES

1. START WITH A QUESTION

Always start with the science question first, and THEN figure out what the story is. Don't try to find a science fact that fits a story structure you'd like to tell. Elinor stories work well because the story elements are IN SERVICE of the science question, not the other way around.

2. THINK LIKE A KID

Always imagine yourself as a kid watching the episode. Ask yourself: "Would a kid like this?" "Would they get it?" "Would they be bored at this point?" "Would they care what happens next?" "What would make a kid giggle?" "Is this fun for a kid?"

Each episode should have a clear, central lesson that a 3-year-old would understand. Layered on top, and not crucial to the plot, you can also layer in additional ideas that a 4-year-old, or a 5-year-old would understand and find interesting.

3. FIND THE JOY

Figure out the part about the episode that is joyful (makes you smile, makes you wonder, gives you the chills) and make sure it's set up and comes through ALL the way.

Is it discovering that there is a whole world of animal activity at night? Or that birds use feathers for lots of things? Or that you can trace where paper comes from all the way to trees? Or figuring out why something you do all the time (like sneezing) happens? Find the joy and make it shine.

FUN QUOTES

“The Calvin and Hobbes strips that hold up best, to my eye anyway, are the ones where the characters seem big, vivid and full of life, and where the strip’s world seems genuine and inviting. Punchlines come and go, but something in the friendship between Calvin and Hobbes seems to hold a small piece of truth. Expressing something real and honest is, for me, the joy and the importance of cartooning.” – Bill Watterson

"When planning a new picture, we don't think of grown-ups and we don't think of children. But just of that fine, clean, unspoiled spot down deep in every one of us, that maybe the world has made us forget and that maybe our pictures can help recall." – Walt Disney

“It’s what television would do if it loved people instead of trying to sell to people, and there is all the difference in the world.” – Joan Ganz Cooney (co-founder of Sesame Workshop)

REMEMBER...

- There are MILLIONS of kids watching this. It is a huge privilege and a huge responsibility. It is a tragedy to waste kids’ time. Engage them, teach them something, open their eyes to the wonders of life and the amazing things to discover in this world. Make them LAUGH.

- Don't write this for yourself. Write this for all those kids watching this.
- Have FUN!

"Elinor is the best!
We love watching
along with the kids.
Keep 'em coming!"
- Bing Huo
Palo Alto, CA



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Thank you for joining us on this new adventure!

We're thrilled you're here.

"In a moment that made me ridiculously happy, my daughter got up from the table and said, 'We need more observations!' with her hand up like a superhero. **O.M.G. JUST THE GREATEST!** The message of the show could not be more wonderful. I hope there will be many more seasons so that my 16-month-old son can also watch."

-Dr. Jill Millstone
Pittsburgh, PA



"That's So Interesting!" is our toddlers' new favorite phrase. Also, I'm in a love-hate relationship with the theme song. Love how catchy it is, hate that I'm passively singing it in my office hoping I'm on mute."

- Phillip Keegan
Madison, WI



SOME FUN EPISODES TO WATCH!!!

<https://www.knowledgekids.ca/videos/elinor-wonders-why>

Bath Time
Olive's Tree
Senior Tapir Says Goodbye
Thinking About Blinking
Expandable Club House
Owl Girl
Mz Mole's Glasses
Backyard Soup
Burrowing Owl Girl
Paper trail
Light the way

SOME FUN CHARACTERS AND LOCATIONS TO THINK ABOUT!

Here are the picks of characters/places we didn't see a lot of in Season 1. All characters and locations from the first season should be fair game, but if writers need a pointer to things that will help expand the world, here they are.

Kid characters:

Tito Mouse
Rollie Armadillo
Medhi Fox
Javier Moose
Bodie Hippo
Lamb triplets

Adult characters:

Mr. Hamster
Mr. Buffalo
Mr. Horse
Mr. Cat
Gee Raffe
Ms. Beaver
Mr. Beaver
Mr. Antelope

Locations:

Town Center/urban setting
Forest Snow
Ms. Mole's House
Beaver family home/dam

Mr. Hippo's store
Library
Ranger Station
Mr. Pig's House
Mr. Moose's House