



## GET ACTIVE WITH MATH! Spring 2008

CYBERCHASE - the *only* math series for children on American TV - is seen every week on PBS KIDS GO! by nearly 4.5 million viewers. It delivers positive messages about math and uses mystery and adventure to bring mathematical concepts to life.

In its sixth season, CYBERCHASE innovates with a major initiative, *Math & Sports*. As with earlier initiatives (*My Big Idea* on inventing, *Know Your Dough* on financial literacy, and *Math in Science and Engineering*), *Math & Sports* will explore the real-world connections of math in a rich context to engage children on air, online, and on the ground in communities nationwide.

### Rationale

Most kids have an interest in at least one sport, and most sports are rich with opportunities to use numbers, spot patterns, and develop winning strategies based on collected data. Yet a review of materials for grades 3-5 finds few effective connections between math in the classroom and on the playing field. Through *Math & Sports*, children will learn that math offers tools to sports success that they can try for themselves.

### At a Glance

*Math & Sports* will include:

- **Broadcast:** Five TV episodes airing in Spring 2008.
- **Web:** Exciting online multi-level math games linked to sports.
- **Outreach:** Materials to extend the *Math & Sports* experience beyond broadcast with children nationwide through youth and sports associations.
- **Promotion:** A strategic national campaign.

### Broadcast

Five episodes will show how math - using numbers, spotting patterns, collecting data, and more - gives kids tools to develop winning game strategies while encouraging them to "get active with math!"

#### **Episodes:**

CHAOS AS USUAL (NEW) Math topic: Data Collection in Sports  
*Overpowered by Hacker's team of titans, the kids track patterns in player performance to improve their chances of winning.*

TEAM SPIRIT (NEW) Math topic: Number & Operations  
*The CyberSquad uses numbers to overcome a hot-headed dispute and choose the best lineup against Hacker in the Mount Olympus games.*

JIMAYA JAM (NEW) Math topic: Diagramming Team Plays  
*Trapped in a pyramid by Hacker, the CyberSquad must use diagrams to play their way out of a challenging basketball-like game called Jimaya Jam.*

A PERFECT SCORE (NEW) Math topic: Scoring Performance  
*When Buzz and Delete waltz off with Inez, Jackie must be Hacker's partner in a dance competition to ensure her friend's safe return.*

PENGUIN TEARS Math topic: Bouncing (angle in = angle out)  
*The CyberSquad tries to stop Hacker from taking the Prism of Penguia.*

### Web

With more than a quarter of a million unique visitors per week, CYBERCHASE Online provides award-winning content and multi-level math games that enhance the TV experience. For *Math & Sports*, we will develop three games in which players can try out math skills from the episodes and experience the results on a virtual playing field. Additionally, we will enrich our online section for parents and educators to promote involvement.

### Print

The print materials will include a CYBERCHASE comic book (qty: 25,000), poster (qty: 5,000), and hands-on activities to engage children while reinforcing and extending the messages of the broadcasts. The activity handouts and facilitator pages, along with CYBERCHASE graphics, will be on a CD-Rom housed in a jewel case along with a DVD of the five TV episodes (qty: 2,500). These resources will also be available to educational and community partners through the Cyberchase Outreach Web Portal (see below).

### Outreach

To extend the learning opportunities found in the CYBERCHASE *Math & Sports* episodes, Season 6 outreach will consist of a number of educational workshop presentations for partners and appearances at special events for informal and formal educators and families. We will foster connections between new and established community partners and PBS stations to increase program visibility and educational impact.

The CYBERCHASE outreach team will give hands-on workshops at Girls Inc. and AAHPERD (American Association of Health, Physical Education, Recreation and Dance) conferences, and offer phone trainings and materials to other partners, including children's and science museums. The outreach team will also have a presence at community events, including Sally Ride Science Festivals, Discover Engineering DC Family Day, Cyberchase Day at the New York Hall of Science, and more.

Season 6 of CYBERCHASE also features the debut of an exciting new tool for partners: the Outreach Portal. This password-protected site provides a "one-stop shopping" experience where partners can download the training presentations, educational materials, and evaluations for *Math & Sports* and other CYBERCHASE initiatives.

### Museums

During Season 6, the CYBERCHASE traveling exhibit, "The Chase Is On!" will be featured at The New York Hall of Science in Flushing, New York, and EdVenture in Columbia, South Carolina. These museums, and other CYBERCHASE partner museums, have expressed great interest in the *Math & Sports* initiative. They will be provided with episodes and educational print materials to use with their museum visitors in many different formats, including special screenings and activity tables.