

CBC

TELEVISION

INFORMATION SERVICES
BOX 500, TERMINAL 'A', TORONTO

Number 424
June 27, 1961

MISTEROGERS AND HIS 10 PUPPETS
STARTS JULY 6 ON JUNIOR ROUNDUP

King Friday 13th, Cornflake S. PECIALLY, Henrietta Pussycat and Collette de Tigre will meet Celia Franca, artistic director of the National Ballet of Canada, on the Junior Roundup premiere of Misterogers, a summer series of 15-minute programs for very young children.

The show, to be seen on Junior Roundup every Thursday afternoon at 4:30 p.m. EDT on the CBC-TV network, will start July 6. It features American puppeteer Fred Rogers.

In addition to Rogers and his company of 10 puppet characters, Misterogers will introduce Canadian personalities as guests.

Fred Rogers, creator of the American TV show Children's Corner (from Pittsburgh), has made guest appearances on CBC-TV's Junior Magazine for the past five years. Holder of a Bachelor of Music degree, he writes original songs for the puppet programs and has two record albums on the market.

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JUNIOR ROUNDUP -- 2

Rogers provides all the puppet voices on the show himself. He is the winner of a number of TV awards -- among them the 1960 TV Radio Mirror award for the best children's program.

On Misterogers, produced in Toronto by Francis Chapman, Quentin Maclean will provide organ accompaniment for the musical numbers. The fairy-tale set has been designed by Vera Kochanski.

The title Misterogers is derived from the three-word vocabulary of one of the puppets, Henrietta Pussycat. Henrietta's three words are "telephone," "beautiful" and "Misterogers" -- for the rest, she just meows.

Misterogers

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BOX 500, TERMINAL 'A', TORONTO

Number 616
September 18, 1961

PUPPETS GALORE ON CBC

BEGINNING MONDAY, OCT. 15

Fred Rogers, of CBC-TV's Misterogers puppet show for children, makes no attempt to hide himself or his lip movements as he talks for puppets on the TV screen.

It is his philosophy that children should not be fooled, even though his program is set in a fantasy neighborhood where most of the neighbors are puppets.

"From the beginning, I want young viewers to know that this is a land of make believe. We are all playing. The human link helps children put the fantasy in its proper perspective, yet they still believe in the fantasy characters," he says.

His show, Misterogers, will be seen Mondays, Wednesdays and Fridays at 2:45 p.m. EDT beginning Oct. 15 on the CBC-TV network.

Most of the "neighbors" are puppets, except for Rogers and a live guest who assumes a neighborhood character role.

Misterogers evolved from a program, called Children's Corner Rogers had in Pittsburgh for seven years. He introduced his first puppet, a tiger named Daniel. "The tiger was so warmly received by viewers," says Rogers, "I decided to increase my puppet population, and it's been growing ever since."

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Puppet characters appearing in Misterogers include King Friday XIII, Daniel Striped Tiger, a family of talking furniture, Lawrence Light and his wife Lydia Lam-Light, Philodendron and his wife Rhoda, a talking gramophone, and a book worm that lives in an encyclopedia.

Other neighborhood characters popping in and out of the series include Edgar Cook, Lady Elaine Fairchilde and her husband Cornflake S. Peciially, X Owl, Henrietta Pussycat, Nine Nice Mice, and Grandpere who lives in the Eiffel Tower.

Fred Rogers started composing music even before he mastered his multiplication tables. He received his Bachelor of Music degree from Rollins College, Florida, and composes all the music for his show as well as writing the lyrics and script.

From the beginning, I want young viewers to know that this is a land of make believe. - 30 - The human side helps children see the fantasy in the puppet perspective, but it still belongs to the fantasy characters.

his show, Misterogers, will be seen Mondays, Wednesdays and Fridays at 7:00 a.m. on CBC. It is the first puppet show on television.

... program ... first ...

MISTEROGERS

MISTEROGERS. Fred Rogers is probably the only puppeteer who makes no attempt to hide himself or his lip movements as he talks for a puppet on the TV screen. He does this during his introduction to his TV program, Misterogers. It is part of his philosophy that children should not be fooled.

Misterogers will be telecast on the CBC-TV network three times a week—Mondays, Wednesdays and Fridays at 2:30 p.m. EDT.

The program is set in a fantasy neighborhood. Most of the "neighbors" are puppets, except for Rogers himself and a live guest who assumes a character befitting the neighborhood.

"From the beginning, I wanted the young viewers to know that this was a land of make believe," said Rogers. "We are all playing. The human link helps the children put the fantasy in its proper perspective yet they still believe in the fantasy characters."

Misterogers evolved from a program called Children's Corner which Rogers had in Pittsburgh for seven years. Before the first show

went on the air, Rogers had no thought of using puppets. But at a good luck party the previous evening, he was given a tiger puppet as a party favor. He named the puppet Daniel and used him on the program. Daniel was so warmly received by viewers that the puppet population was increased and has been growing ever since. Misterogers was seen in a CBC summer series last year. Producer of the show is Francis Chapman.

MISTEROGERS

Misterogers' neighborhood of make-believe is a neighborhood where dreams are enacted within the context of a community. Misterogers home (room) is the world of the senses where the "stuff" of dreams is handled and seen and talked about where locomotion is important and where growing and change is accepted and observed. The different parts of the neighborhood on the other hand symbolize various aspects of the unseen supra-sensory life and through these parts, complex ideas are dealt with in concrete ways (just like dream material)

The entire neighborhood represents what any community represents: a group of people with varying interests, backgrounds, hopes and fears living and working together.

Since the neighborhood is a symbolic visualization of "feelings" its story line can be in sequence, follow logical time - or not. It all depends on the dreamer - the thinker.

The entire program is built to create an I-Thou relationship with the viewer. This I (Misterogers) Thou (viewer) relationship is established in Misterogers' room of "reality" and continues in his neighborhood of make-believe where his spirit continues in all the protein forms of the characters (the puppets) as well as the general forms of the daily guests. The experience of the viewer is with this relationship in meeting and feeling "in situation".

The regular community which comprises Misterogers' neighborhood includes:

1. King Friday XIII - King of Calendarland who is in complete charge of every "day". He is authoritarian, often representing the bewildering demands which parents sometimes impose on children. He is the master of the "Rule without Reason".
2. Daniel S. Tiger - Daniel is a tiger who lives in a clock. The clock has a face but no hands. It represents timelessness, and Daniel represents humanitarianism. The timelessness of love is manifest in Daniel's dealings with his neighbors.
3. X the Owl - loves to pretend and loves to learn. He can pretend he's a dragon at the least provocation and he's happiest moment is when someone believes him OR when he receives a new lesson from his Owl Correspondence School.

4. Henrietta Pussycat is the typical oedipal-struck girl who wants to marry all the older men. She is very conscious of clothes and was voted Cover Cat of the year for Feline Fashions magazine.
5. Cornflake S. Peciolly - is the manager of the neighborhood Rockit Factory. He manufactures "Don't Do It Yourself Rockits" (they are rocking chairs with motors which make them rock) Corney says what he feels and always feels the better for it. He maintains, "It's good to talk".
6. Grandpere and his Grand-daughter, Collette - live in a small Eiffel Tower and speak French. Grandpere is a typical non-threatening grandfather who has lived most of his life in another country but enters happily into the life of his new land. Collette is a young arrival in a new land. Her efforts to communicate and adjust to new language are evident.
7. Lady Elaine Fairchilde - is the neighborhood's chief of mischief. She has a way of turning up at just the wrong moment and doing her best to frustrate other people's projects. She's happy in her foolery and takes defeat gracefully. She sometimes does some defeating herself (her main victim is the pompous King Friday!)
8. Dr. Frank L. Frogg - is a veterinarian. He believes in nothing but work. He pays no attention to those who "waste their time singing and playing".
9. Mrs. Frogg (Hilda Mararet) - is the curator of the museum and librarian of the library. She keeps a little bit of everything in her museum and library just in case someone might need one. She has the difficult task of being a working lady as well as a mother of a young tadpole.
10. Tad - is the son of Dr. and Mrs. Frogg who is very conscious of his smallness. Tad does exercises to grow. Says he's a sad Tadpole and dreams at night about turning into a frog. Since his mother and father are so busy with their work, Tad finds comfort and encouragement (beyond his pond) in some of the other members of the community.