

# “Keep going. It’s bigger than we are.”

**JIM HENSON'S** advice to a young Kevin Clash, *Sesame Street's* Elmo. Those words are as compelling today as they were when spoken in 1984, as Sesame Workshop carries on the dream of its original creators to help all children learn – the way it's doing here in a South African classroom and, as reflected throughout this year's report, around the world.



---

“...if we don't have  
a vision for a better  
world for our children,  
what do we have?”

**CHARLOTTE COLE, Ph.D.**, Sesame Workshop's Vice President for International Research, on the Workshop's willingness to take on such issues as the stigma of AIDS in South Africa, female illiteracy in Egypt and Afghanistan, intercommunal conflict in Israel and Palestine, and other overwhelming and seemingly insolvable obstacles to human progress.

Whether providing access to preschool education where little exists, confronting the stigma of AIDS in South Africa, tackling the epidemic of childhood obesity in the United States, or fostering respect and understanding among children in areas of conflict worldwide, we are committed to helping all children reach their highest potential.



סיפורי סומסום

123

SESAME STREET

১২৩

সিসিমপুর

123

TAKALANI SESAME

حکایات سمسم

123

УЛИЦА СЕЗАМ

۱۲۳

کوچه سمسمی

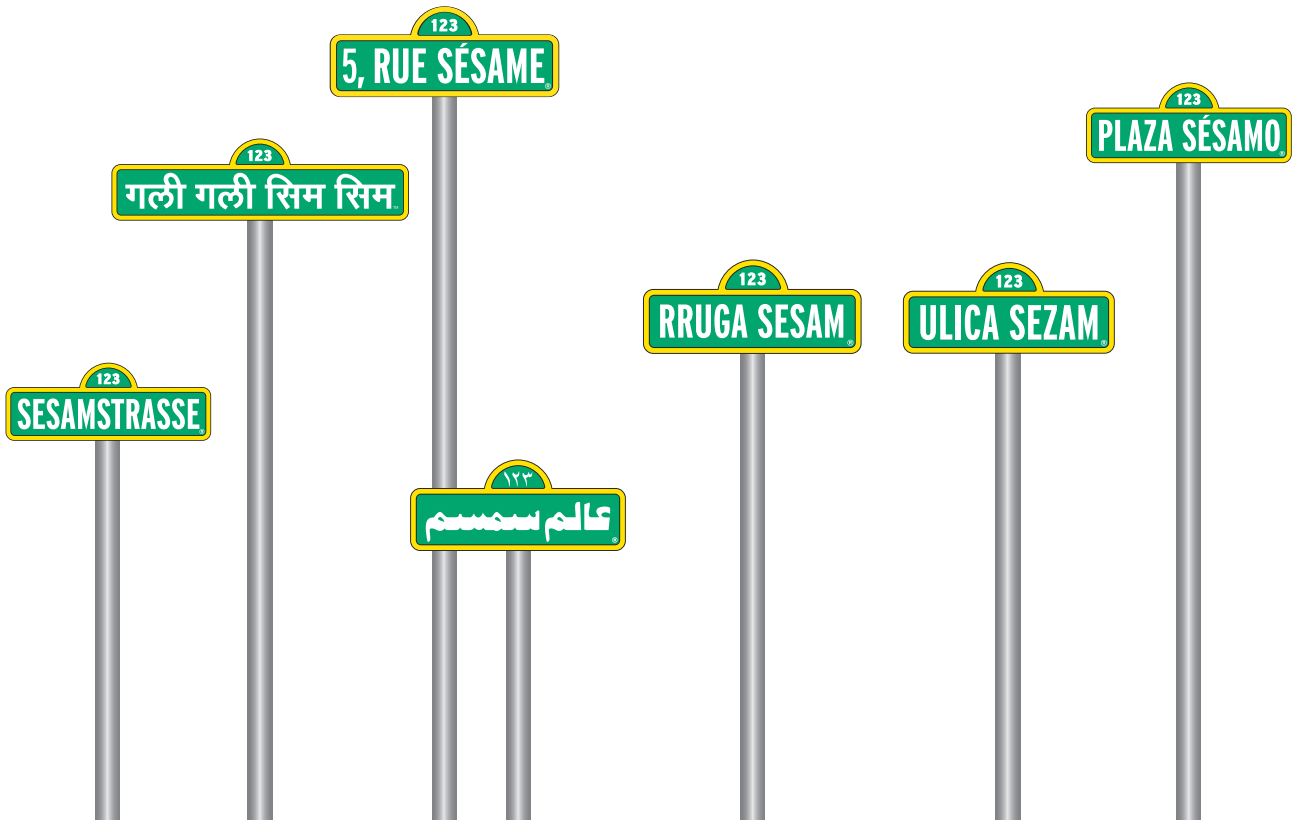
123

SESAMSTRAAT

---

“We may be different, we may speak different languages, we may come from different places, but on *Sesame Street* we all live together...”

**SOREN JESSEN-PETERSON**, Special Representative of the Secretary General, United Nations Interim Administration Mission in Kosovo, speaking at the 2004 launch of *Rruga Sesam/Ulica Sezam*, the *Sesame Street* coproduction in the Albanian and Serbian languages that helps children from different backgrounds in Kosovo learn about one another, appreciate cultural and ethnic diversity, and participate in a shared society.





*Sesame Workshop's Vice President for International Research, Charlotte Cole, surrounded by Roma children in Čezmin Lug, North Mitrovica, Kosovo.*

---

“...*Sesame Street* has brought the world’s children together by celebrating cultures and customs of places near and far. Today, Kosovo’s children join the *Sesame Street* generations; today we are taking the first step in building a long tradition to be inherited by our young viewers.”

**AGIM ZATRIQI**, Director General, Radio Television Kosovo (RTK), speaking at the 2004 launch of *Rruga Sesam/Ulica Sezam*, the *Sesame Street* coproduction in the Albanian and Serbian languages that helps children from different backgrounds in Kosovo learn about one another.

THE WHITE HOUSE  
WASHINGTON

November 13, 1995

I am delighted to congratulate Children's Television Workshop, Israeli Educational Television, and the Jerusalem Film Institute as you begin production of "Sesame Street" in Israel, the West Bank, and Gaza.

On September 13, 1993, the world watched with wonder as leaders of Israel and the P.L.O. shook hands in an historic gesture of reconciliation. As you introduce "Sesame Street" to the youngest generation of Israelis and Palestinians, I commend you for building on the spirit of that extraordinary handshake to bring a message of peace and hope to children. Your efforts to pursue the cause of peace in the region are especially poignant now, as we mourn the loss of Yitzhak Rabin, who gave his life in the pursuit of peace.

As we have learned in the United States, educational programming is an effective means of reaching a diverse audience and emphasizing the importance of cooperation and tolerance. I am confident that your bold venture will also encourage the mutual understanding necessary for Israeli and Palestinian youth to overcome the differences that have divided their parents and grandparents for so many years. Their future, and that of the Middle East, depends on their ability to one day realize a shared vision of peace.

Best wishes for a truly successful project.

*Bill Clinton*

# Sesame diplomacy

• By NATHAN BURSTEIN

With a long history of abandoned negotiations and failed peace plans behind them, Middle East peace advocates now have a new tool at their disposal: Sesame Street.

A recent study conducted by Tel Aviv University and the University of Maryland has revealed that Jewish and Arab Israeli kindergartners were more likely to reject negative stereotypes and adopt constructive problem-solving methods after repeated viewings of Sesame Stories, an Israeli offshoot of the popular educational children's series.

The study examined 250 Israeli kindergartners and

students were 20 percent more likely to adopt constructive and "ethical" solutions when confronted with conflicts involving children from other backgrounds. Sesame Stories had an even bigger impact on Arab Israeli children, with approximately one-third more Arab kindergartners choosing cooperative solutions to the situations presented. In response to the study, the HOP! Channel and the producers of Sesame Stories are distributing a free package of games and other interactive activities to Arab and Jewish kindergartens across the country. The channel at the Sesame Workshop is currently at work on the next season of Sesame



---

“With a long history of abandoned negotiations and failed peace plans behind them, Middle East peace advocates now have a new tool at their disposal: *Sesame Street*.”

**NATHAN BURSTEIN**, Reporter for the *Jerusalem Post*, describing how *Sesame Stories*, the groundbreaking initiative helping Jordanian, Israeli, and Palestinian children learn about themselves and the world around them, is having its intended impact: After repeated viewing, Jewish and Arab Israeli kindergartners were more likely to reject negative stereotypes and adopt constructive problem-solving techniques.

Noah and Brosh סיפורי סומסום Israel



---

“During the past 30 years, our education system collapsed. Sesame Workshop is working to teach fundamental reading and writing skills to students in Afghanistan.”

**SAID TAYEB JAWAD**, Afghan Ambassador to the United States, referring to *Koche Sesame*, the Afghan coproduction of *Sesame Street* that brings to life basic lessons on literacy, numeracy, gender equality, and global cultural awareness for Afghan children.

Gulabi  Afghanistan





---

“There is nothing more important in preventing future crises than the kind of work *Sesame Street* does in so many countries around the world...in opening the minds of young people, in uniting us around our common humanity while respecting the culture and context of every country it works in.”

**KOFI ANNAN**, Secretary General of the United Nations, acknowledging the unique way in which Sesame Workshop develops international coproductions, bringing together local educators, researchers, artists, and producers to create culturally specific coproductions that reflect local languages, customs, and educational needs.

Children in Queenstown,  
South Africa, at the live  
Takalani Sesame stage show.

---

“Sesame Workshop....  
You have campaigned so  
magnificently on behalf of  
some of the most precious  
human beings, but also  
the most vulnerable –  
our young children.”

**DESMOND M. TUTU**, Archbishop Emeritus, referring to the Workshop's pioneering efforts to break the silence and promote better understanding of HIV and AIDS in South Africa. On *Takalani Sesame*, Kami, a vibrant Muppet living with HIV, engages children with age-appropriate messages designed to reduce the fear and stigma associated with the disease. This South African *Sesame Street* coproduction also helps build literacy and math skills as well as promote school readiness among South Africa's youngest citizens.





---

“Our greatest honor? Knowing we’re making a difference for South African children affected by HIV and AIDS.”

**ROBERT KNEZEVIC**, Sesame Workshop’s Regional Director for South Africa, referring to the power of “Talk to Me,” the national call-to-action presented by *Takalani Sesame*, South Africa’s *Sesame Street*, that encourages communication between South African adults and children on the subject of HIV and AIDS. “Talk to Me” was honored with a Peabody Award, recognizing distinguished achievement and meritorious public service by media organizations and individuals; and the Japan Prize, honoring programs that contribute to the advancement of educational television around the world.



Kami  South Africa





---

“Reading in English, Arabic, or any other language does expand our minds. So read with your children and open the door to a better and brighter future for them.”

**LAURA BUSH**, First Lady of the United States, with Suzanne Mubarak, First Lady of Egypt, recording a public-service announcement on the set of *Alam Simsim*, the Egyptian coproduction of *Sesame Street*, promoting the importance of early literacy for all.

*Sesame Workshop staff visited this classroom in Al Fayoum, Egypt, to survey needs and gather information for the development of an educational outreach initiative focused on literacy and girls' education.*

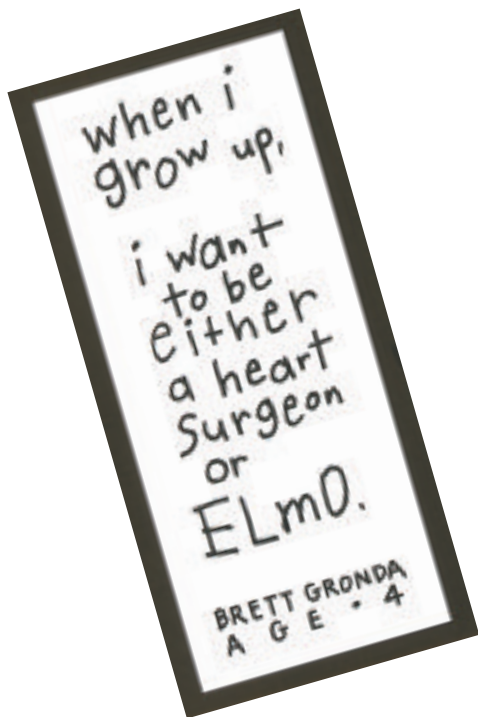
*In Dhaka, Bangladesh, a young girl looks in on an outreach event, in which parents received training on how to use educational materials inspired by Sisimpur, the Bangladeshi coproduction of Sesame Street.*

---

“Sesame Workshop is striving to give every child the right to read, the right to literacy, the right to education. If you just think of the mathematics of what we’re doing: 144 million people; there is one television station, and it has an 80 percent reach. How can you not profoundly change the lives of these children?”

**NADINE ZYLSTRA**, Sesame Workshop’s Executive Producer for *Sisimpur*, the Bangladeshi coproduction of *Sesame Street*, designed to increase access to educational opportunities for all Bangladeshi children.





*The winning entry in a greeting card contest, submitted by a 4-year-old fan.*

---

“Above all, Sesame Workshop has been a tremendous democratizing force, promoting early literacy and math skills and improving school readiness for underserved children in many parts of the world.”

**STAN O'NEAL**, Chairman and CEO, Merrill Lynch & Co., Inc., announcing Merrill Lynch Foundation's partnership with Sesame Workshop in "Worldwide Kids," a new multinational, public-service initiative to foster good global citizenship in children ages 4 to 6.

Elmo  United States



Sesame Street is unique in addressing the difficult issues children face in an authentic, age-appropriate way, as reflected in Script #3977, developed to help children cope with stressful situations.

SESAME STREET - 4 -

FREUDBERG  
SHOW 3977

BIG BIRD KEEPS WALKING UNTIL HE IS IN FRONT OF HIS NEST AREA. GORDON WALKS WITH HIM. THERE IS A HUGE MESS INSIDE BIG BIRD'S NEST AREA. THE NEST IS GONE. THERE ARE TWIGS FROM THE NEST SCATTERED ALL OVER THE PLACE. ANYTHING AND EVERYTHING IN THE NEST AREA IS DOWN AND OVERTURNED: BIG BIRD'S MAILBOX, TELEPHONE, TOY CHEST, ALPHABET SIGN, TOYS, ETC.

BB: (GASPS AS HIS BEAK DROPS) G...  
G...G...G...

GORDON: Oh, my...

BB: G...G...G...G...Gordon! My home!  
My nest! My everything!

GORDON: (TRYING TO COMFORT HIM) Big  
Bird, Big Bird...It's all right.

BB: No, it's not...

GORDON: You're, you're right, Big Bird,  
it's not all right. (PUTS HIS ARM  
AROUND BIG BIRD) But it will be all  
right.

BB: My nest!! What happened to my  
nest?!

GORDON: Well, the wind was so strong  
that it just blew it apart.

BB: Oh, no...Ohhh...

GORDON: It's all right. I'm here, Big  
Bird, with you.

BIG BIRD STARTS TO CRY AND GORDON  
COMFORTS HIM.

---

IT'S ALL RIGHT TO CRY SONG  
(LAF) 25-0002-2:10

---



Big Bird  United States

---

“That an 8-foot yellow bird can help kids deal with the toughest of issues still amazes me.”

**CAROLYN JERVIS**, mother of two and longtime *Sesame Street* fan, marveling at how *Sesame Street* helps children cope with difficult issues such as anger, sadness, and separation.

---

“It was as if someone they knew came to make sure that they were all right.”

**LISA SIMON**, longtime *Sesame Street* producer, on the response of children in Gulf Coast shelters and schools when a team of *Sesame Street* Muppets and performers paid a visit to comfort them and help them cope in the aftermath of Hurricane Katrina.



*As part of its outreach efforts, Sesame Workshop distributed this specially designed kit to parents and child-care providers containing Sesame Street books, toys, videos, and tips on how to reassure children and restore a sense of normalcy.*





---

“*Sesame Street* was built about a single, breakthrough insight: that if you can hold the attention of children, you can educate them.”

**MALCOLM GLADWELL**, Staff Writer for *The New Yorker* since 1996 and best-selling author of *The Tipping Point: How Little Things Can Make a Big Difference* and *Blink: The Power of Thinking Without Thinking*, recognizing *Sesame Street*'s impact on the landscape of children's educational programming.



*Jim Henson with Bert and Ernie, 1971*

A photograph of the Muppet characters Bert and Ernie. Bert is at the top, looking down with a neutral expression. Ernie is below him, looking up with a wide, happy smile and his hand near his chin. Both are wearing their signature red, blue, and yellow striped shirts. The background is a plain, light color.

Bert and Ernie  United States

---

“You’ve got two jobs. One is to do a show that a 4-year-old wants to watch. The second is to do a show that *you* want to watch.”

**JEFF MOSS**, original *Sesame Street* Head Writer, quoted in *Sesame Street Unpaved: Scripts, Stories, Secrets, and Songs*. This dual appeal to both children and adults is one of the many reasons *Sesame Street* has enjoyed such enduring success.

---

“This season’s *Sesame Street* will begin running stories about healthy eating habits, with Cookie Monster learning that there are anytime foods, like vegetables, and sometime foods, like cookies. Executives are also considering changing the character’s name to Pilates Monster.”

**AMY POEHLER** on *Saturday Night Live*’s “Weekend Update,” April 9, 2005. For *Sesame Street*’s 36th season, the Workshop enlisted an unlikely champion in Cookie Monster, whose new approach to cookies as a “sometimes food” made headlines and launched a nationwide buzz about healthy eating – all part of a comprehensive, multiyear initiative to help preschoolers and their families develop “Healthy Habits for Life.”

*Saturday Night Live*’s “Weekend Update”  
with Tina Fey and Amy Poehler





The Daily Show with Jon Stewart



CNN's "Person of the Day" segment



*Streaming Sesame Street segments onto cell phones provides parents and caregivers increased opportunities for teachable moments.*



*Village children watching Sisimpur, the Bangladeshi coproduction of Sesame Street, on a specially designed rickshaw outfitted with a 22-inch TV screen.*

---

“We’re about reaching children wherever they are and with whatever resources are available to them, whether through rickshaws in rural villages or streaming video on cell phones.”

**TERRY FITZPATRICK**, Sesame Workshop’s Executive Vice President for Distribution, on how the Workshop enlists media in the service of children around the world.



Pinky Dinky Doo **Pinky Dinky Doo.** United States



---

“Yesserooni  
Positooni!”

Signature saying of **PINKY DINKY DOO**, star of chapter books and the upcoming animated series of the same name that encourages literacy through the power of storytelling. The TV show premieres in 2006 on Noggin, BBC, CBC, ABC-Australia, and Discovery Kids Latin America.

---

“...Through the doors that *Sesame Street* has opened wide around the world, children see a future full of color, music, opportunity, and hope. And no matter what they look like or where they come from, they’re always assured of a warm welcome and encouraged to come inside....”

“Those doors will usher in more and more children from many places in this world and will help lead the way to a sunny day where everything is A-OK.”

**HER MAJESTY QUEEN RANIA AL-ABDULLAH**, First Lady of the Hashemite Kingdom of Jordan, a champion for children around the world.



MUSIC BY JOE RAPOSO

# SESAME STREET

WORDS BY BRUCE HART  
JON STONE

ROCK

1. SUN - NY AND DAY SWEEPING THE CLOUDS A - O -  
 2. COME C7 DAY EVERY THING G7 Dm7 G SWEET MEET

WAY KAY ON FRIEND - MY NEIGH - TO WHERE THE AIR IS SWEET MEET  
 CAN YOU TELL ME HOW TO GET HOW TO GET TO SE - SA - ME - STREET?

IT'S A MA - GIC CAR - PET RIDE HAPPY PE - PE LIKE  
 TEN WIDE TO MAD - NY SUN - NY DAY SWEEPING THE  
 WHAT A BEAU - TI - FUL ON MY WAY TO WHERE THE  
 CLOUDS A - WAY CAN YOU TELL ME HOW TO GET  
 AIR IS SWEET

EU - RT DOORWELL

Over the years we've learned a lot about children, about education, about the power of media, and about ourselves.

And though the world has changed in ways no one could have imagined in 1969, the fundamental reasons for our existence have not: We know that education makes the world a better place and that all parents want a better life for their children.

Whether it's providing access to preschool education where little exists, confronting the stigma of AIDS in South Africa, tackling the epidemic of childhood obesity in the United States, or fostering respect and understanding among children in areas of conflict, we are committed to helping all children reach their highest potential.

Wherever and however we can make a difference, our vision will always be a better world for our children.

**A Message from the President**

“Keep going; it’s bigger than we are,” is what Jim Henson once said to encourage a young Kevin Clash, the extraordinary talent behind Elmo. I wonder if even the wonderfully imaginative Jim Henson could have envisioned just how much bigger.

That declaration, so simple on its surface, is, in fact, a guiding force for us at the Workshop. It says we find our purpose not within the walls of this organization but with children around the world. And while much progress has been made since we began almost four decades ago, much work remains to ensure that all children — whether in the Bronx or Bhopal, in Cape Town or Kabul — can reach their highest potential.

As the single largest informal educator in the world, we are the custodians of an experience — an educational experience, not just a television show. As such, we serve as a catalyst for change that contributes to benefits well beyond the boundaries of any one project. Through our work, we inspire educational opportunities, expand technical capacity, engage both public- and private-sector funders, influence policy, and, perhaps most powerfully, create a collective consciousness about the ways in which we can work together to make a difference in children’s lives.

This is the Sesame “movement” that gained significant ground this past year. Our mission is to use media to meet children’s developmental needs — cognitive, physical, and socioemotional.



**“HEALTHY HABITS FOR LIFE”**

This comprehensive campaign helps preschoolers and their families make the connection between good nutrition and exercise for healthy living.

This past year, we've worked with new partners in Bangladesh, India, France, and the United States to advance literacy, promote school readiness, and impart important life skills to millions more children around the world.

In a nation where only about 1 in 5 of its 11 million preschoolers has access to early childhood education, *Sisimpur*, the Bangladeshi adaptation of *Sesame Street*, is poised to make a difference. Launched in April 2005 on BTV, the country's only national broadcaster, *Sisimpur* has fast become Bangladesh's most popular children's program, creating the kind of buzz that, in turn, deepens and extends impact. This was especially clear when an outreach team traveled to a rural village in September with a specially designed rickshaw painted with colorful *Sisimpur* characters and outfitted with a 22-inch TV screen. More than 500 children — ten times the anticipated 50 — crowded around.

We anticipate the same level of excitement and potential for impact when our newest *Sesame Street* coproduction, *Galli Galli Sim Sim*, airs in India this summer. We've teamed with Turner India and with Miditech, a local production company, to help India's youngest citizens develop emergent literacy, math, and life skills while being exposed to India's rich cultural diversity. Central to this effort is a locally organized educational outreach program designed to reach children and families without regular access to television that will promote the value of early-childhood development and education.



**SISIMPUR**

Shiku is one of the central Muppets in *Sisimpur*, the Bangladeshi coproduction of *Sesame Street*, designed to increase access to educational opportunities for all Bangladeshi children.

Here at home, we're launching several new initiatives to enhance learning both before and after the *Sesame Street* viewing years — initiatives to help infants and toddlers, as well as *Sesame Street* graduates.

“Sesame Beginnings,” a new initiative created specifically for infants and their parents or caregivers, grew out of the need to provide age-appropriate programming for the millions of children under age 2 who are watching TV and videos that may not be geared to their developmental needs. Based on research that shows young children learn best when experiences are shared with a loved one, “Sesame Beginnings” books and DVDs will promote interaction between child and adult and model everyday activities for caregivers to enjoy with their little ones. Developed in collaboration with ZERO TO THREE, a national nonprofit organization dedicated to promoting the healthy development of infants and toddlers, and informed by an advisory board of child-development and media experts, Sesame Workshop is releasing the first two DVDs in April 2006.

For *Sesame Street* graduates, we're motivated by evidence that if children fail to make the shift from “learning to read” to “reading to learn” that typically occurs by the end of third grade, their ability to succeed in school is severely challenged. *Pinky Dinky Doo*, designed for children ages 4 to 7, encourages literacy through the power of storytelling. Research shows that as children listen to, talk about, or create their own stories, they become familiar with the building blocks of narrative, expand their vocabularies, and establish a foundation for success in reading.

Helping children stay healthy and safe is also a key component of our work.

This year, we're pleased to report that our South African coproduction, *Takalani Sesame*, launched a national call-to-action with "Talk to Me," a multimedia initiative to encourage communication between adults and children on the crucial subjects of HIV and AIDS.

Winner of the Peabody Award, the Japan Prize, and other prestigious honors, "Talk to Me" is already having an impact, with new research showing that parents and caregivers who watched segments from the "Talk to Me" television special were more than twice as likely as nonviewers to discuss HIV with their children.

Further, the Workshop inaugurated "Healthy Habits for Life," a comprehensive campaign to help preschoolers and their families make the connections between good nutrition and exercise for healthy living. For *Sesame Street's* 36th season, we enlisted an unlikely champion in Cookie Monster, whose new approach to cookies as a "sometimes food" teaches children the important lessons of delayed gratification and moderation. We've been joined in our efforts by a coalition of public and private sector partners and an advisory board of health, nutrition, fitness, and education experts.

The Workshop is also developing content to help children challenge ignorance, dispel stereotypes, and champion diversity — skills that contribute in no small way to sustaining peace in an increasingly complex and interconnected world.

Among our efforts this year is *Rruga Sesam/Ulica Sezam*, a *Sesame Street* coproduction in the Albanian and Serbian languages that helps children from different backgrounds in Kosovo learn about one another. Support for this initiative is strong, and planning is under way for a second, more expansive, season.



“Sesame Mosaic” celebrates cultural diversity within the Arab world. This regional adaptation of *Alam Simsim*, our Egyptian coproduction, is being broadcast in 22 Arabic-speaking nations on Future Television. This new initiative will reach more than 40 million preschool children with content that not only prepares them for school but also fosters appreciation of diversity and respect for differences.

And, we’ve had encouraging reports from research on *Hikayat Simsim/ Sippuray Sumsum*, the groundbreaking project helping Jordanian, Palestinian, and Israeli children learn about themselves and one another. A new study concludes that Jewish and Arab Israeli kindergartners were more likely to reject negative stereotypes and adopt constructive problem-solving methods after repeated viewing — strong confirmation that we’re on the right track.

#### **Reaching Children**

Just as 37 years ago *Sesame Street* infused learning into the world of television, so, too, are we experimenting with new ways to educate and engage children through new platforms. We’ve joined with Comcast Corporation, PBS, and HIT Entertainment to launch PBS KIDS Sprout, the digital cable channel for preschoolers that makes *Sesame Street* available 24/7 through video-on-demand service. We’re working with Verizon to stream *Sesame Street* segments onto cell phones, providing parents and caregivers with opportunities to advance their children’s learning while riding in the car or waiting in line at the grocery store. And we’re experimenting with educationally rich content for new handheld digital devices and interactive TV.

Whether it’s a rickshaw in a Bangladeshi village or a cell phone on a Brooklyn bus, our aim is to reach children wherever they are and with whatever resources are available to them.



#### **PBS KIDS SPROUT**

The digital cable channel for preschoolers that makes *Sesame Street* available 24/7 through video-on-demand service.

**"Keep Going; It's Bigger than We Are"**

As we've said before, we don't pretend that media can, by itself, solve the many problems of the world, but we do believe — and research confirms — that they can contribute to the solutions.

We've learned a lot over the past four decades about children, about learning, about the power of media, and about ourselves. And although the world has changed in ways none of us could have predicted when we began in 1969, the fundamental reasons for our work have not. We know that education makes the world a better place and that all parents want a better life for their children.

That's the Sesame movement. Think big, start small, start now.



A handwritten signature in black ink, which appears to read "G. Knell". The signature is fluid and cursive.

Gary E. Knell  
**President and Chief Executive Officer**

*Sesame Street* works.

Among the more than 1,000 studies on record are those telling us that *Sesame Street* reaches children in every demographic group and that preschoolers who watch are more likely to show signs of emerging literacy and numeracy skills than nonviewers. Studies also show that the *Sesame Street* advantage lasts: Teens who watched as children had better grades in high school, read more books for pleasure, placed higher value on academic achievement, and expressed less aggressive attitudes than those who watched rarely or not at all.

## PROGRAMS AND INITIATIVES

### ALAM SIMSIM (EGYPT)

Airing daily on Egyptian television since 2000 and throughout North Africa and the Middle East via satellite, this Egyptian coproduction of *Sesame Street* helps preschoolers develop basic literacy and numeracy skills, with a particular emphasis on educating girls. An extensive outreach program deepens and extends the on-air messages, with recent research documenting gains in the areas of health, hygiene, and nutrition among children, parents, caregivers, and families.

**Broadcast Partners:**

Egyptian Television  
Future Television

**Project Partners:**

AlKarma Edutainment  
Egyptian Ministry of Education

**Funding Partner:**

United States Agency for  
International Development (USAID)

.....

### GALLI GALLI SIM SIM (INDIA)

Set to launch this summer, this new *Sesame Street* coproduction will help India's youngest citizens develop reading, math, and life skills. Central to the effort is a long-term, locally organized outreach program designed to reach children and families without access to television as well as those whose languages are not captured in the series.

**Broadcast Partner:**

Turner India: Cartoon Network and Pogo

**Project Partners:**

Turner India  
Miditech

**Funding Partners:**

Turner India  
United States Agency for International  
Development (USAID)  
ICICI Bank, Limited

### KOCHÉ SESAME (AFGHANISTAN)

Launched in 2004, *Koche Sesame*, the Afghan coproduction of *Sesame Street*, is an educational outreach initiative that brings to life basic lessons on literacy, numeracy, gender equality, and global cultural awareness for Afghan children. The initiative includes print and video materials supported by classroom supplies that together advance educational reconstruction in Afghanistan.

**Project/Funding Partners:**

The Government of Qatar  
RAND

.....

### PLAZA SÉSAMO (MEXICO/ LATIN AMERICA/UNITED STATES)

Premiering in Mexico in 1972, this Spanish-language coproduction of *Sesame Street* now broadcast throughout Latin America, the Caribbean, and the United States, promotes school readiness while showcasing cultural diversity. Next season will focus on health and wellness messages, which will be extended through public-service announcements, outreach programs, and messaging using all media platforms.

**Broadcast/Project Partners:**

Televisa  
Discovery Kids Latin America  
Telefutura  
PBS

### RRUGA SESAM AND ULICA SEZAM (KOSOVO)

Debuting in November 2004 and beginning its second season in 2006, this *Sesame Street* coproduction – *Rruga Sesam* in Albanian and *Ulica Sezam* in Serbian – provides children in Kosovo with critical early-education skills. At the same time it promotes awareness and understanding of their own culture and the multiethnic society in which they live.

**Broadcast Partners:**

Radio Television of Kosovo (RTK)  
Children's Television Station (DTV)  
TV Herpce  
TV Most

**Project Partners:**

CMB Productions  
UNICEF

**Funding Partners:**

Canadian International Development  
Agency (CIDA)  
German Institute for  
Foreign Cultural Relations (ifa)  
Netherlands Ministry of  
Foreign Affairs  
Organization for Security and  
Cooperation in Europe (OSCE)  
UNICEF

.....

### 5, RUE SÉSAME (FRANCE)

Created by French educators and artists for French children, *5, Rue Sésame*, coproduced with public broadcaster France 5 and production company Expand-Drama, emphasizes learning across social, emotional, cognitive, and physical domains.

**Broadcast Partner:**

France 5

**Project Partner:**

Expand-Drama & Breakout Films

PROGRAMS AND INITIATIVES

**HIKAYAT SIMSIM (JORDAN),  
SIPPURAY SUMSUM (ISRAEL),  
HIKAYAT SIMSIM (PALESTINE)**

This groundbreaking media initiative helps Jordanian, Israeli, and Palestinian children learn about themselves and the world around them as a bridge to a better tomorrow in the region.

**Broadcast Partners:**

HOP! Channel  
Keshet  
Jordan Radio and Television  
Ma'an Network

**Project Partners:**

Al-Quds Educational Television  
Gold Zebra Communications  
HOP! Channel  
Jordan Pioneers TV Production  
Middle East Nonviolence and  
Democracy (MEND)

**Funding Partners:**

European Union  
The Kahanoff Foundation  
The Ford Foundation  
The Atlantic Philanthropies  
Charles H. Revson Foundation  
Netherlands Ministry  
of Foreign Affairs  
Joseph and Harvey Meyerhoff  
Family Charitable Funds  
Foreign Affairs Canada  
The Double H Foundation, Inc.  
Alan B. Slifka Foundation  
The Zanyvl and  
Isabelle Krieger Fund  
Wolfensohn Family Foundation

**SESAME STREET (JAPAN)**

In September 2004, Japanese children and families, who had long benefited from the United States' version of *Sesame Street*, celebrated the launch of their own entirely original coproduction. Focusing on the socioemotional development of young children, the series helps Japanese children use their imagination, think independently, appreciate diversity, and learn simple English phrases.

**Broadcast Partner:**

TV TOKYO Corporation

**Project Partners:**

ASATSU-DK Inc.  
Kyodo Television, Ltd.  
Nikkeisha, Inc.  
Odyssey Communications, Inc  
Sesame Street Partners Japan  
Television Tokyo Broadband  
Entertainment Inc.  
We've, Inc.

**SESAME STREET (UNITED STATES)**

Now in its 37th consecutive season, *Sesame Street* continues to set the gold standard for excellence in educational media, helping children in the United States develop the cognitive, emotional, physical, and social skills essential for today's world.

**Broadcast Partners:**

PBS  
PBS Kids Sprout  
Noggin

**Funding Partners:**

Corporation for Public Broadcasting  
U.S. Department of Education  
(Ready-to-Learn)  
McDonald's Corporation  
Unique Vacations, Inc., worldwide  
representatives for Beaches Resorts

.....  
**SESAMSTRAAT  
(THE NETHERLANDS)**

Celebrating its 30th anniversary in 2006, the Dutch coproduction of *Sesame Street* focuses on children's socioemotional development with an emphasis on music and the arts, closing every evening broadcast with a signature bedtime story.

**Broadcast Partners:**

Nederlandse Programma Stichting  
(NPS)  
Nederlandse Omroep Stichting (NOS)  
Z@ppelin

**Project Partner:**

Nederlandse Programma Stichting  
(NPS)

## PROGRAMS AND INITIATIVES

### SESAMSTRASSE (GERMANY)

Premiering in 1973, the German adaptation of *Sesame Street* is among our earliest international coproductions. Airing seven days a week, the program remains popular among Germany's youngest citizens. Throughout the years, Sesamstrasse has helped children learn through discovery. More recently, the program has included a special focus on helping children develop awareness of and respect for Germany's increasingly diverse population.

**Broadcast Partners:**

Norddeutscher Rundfunk (NDR)  
KiKa (Der Kinderkanal)  
Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten Deutschlands (ARD)

.....

### SISIMPUR (BANGLADESH)

Launched in April 2005, this *Sesame Street* coproduction provides access to educational opportunities for all Bangladeshi children. A comprehensive outreach component ensures that the program's educational message is delivered to those without access to television. In only its first season the show was recognized internationally being selected as a finalist for the Japan Prize.

**Broadcast Partner:**

Bangladesh Television

**Project Partner:**

Nayantara Communications

**Funding Partner:**

United States Agency for International Development (USAID)

### TAKALANI SESAME (SOUTH AFRICA)

Through television, radio, and community-outreach programs, this South African coproduction helps preschoolers develop basic literacy and numeracy skills. And, in a country where the devastation of HIV/AIDS impacts so many children's lives, Kami, a young, vibrant Muppet who is HIV-positive, conveys age-appropriate messages designed to reduce the fear and stigma associated with the disease and to help children cope.

**Broadcast Partner:**

South African Broadcasting Corporation (SABC)

**Project Partner:**

South African National Department of Education

**Funding Partners:**

The Mai Family Foundation  
SANLAM Life Insurance Limited  
United States Agency for International Development (USAID)

.....

### ULITSА SEZAM (RUSSIA)

First broadcast in 1996, this coproduction focuses on helping Russia's youngest citizens develop the skills to thrive in an open society, maintain a healthy lifestyle, and gain an awareness of and appreciation for diversity.

**Broadcast Partner:**

CTC

**Project Partners:**

Ministry of Education and Science of the Russian Federation  
Ritm TV, a subsidiary of DIXI-TV Productions

**Funding Partner:**

Nestlé Food LLC

### DRAGON TALES

Consistently one of the top-rated preschool series,\* *Dragon Tales* helps children here and around the world with the "three Rs" of early childhood education: resilience, relationships, and readiness. New this year are 13 original episodes using folk stories, music, and street games to highlight the heritage and customs of children and families with Spanish-speaking backgrounds.

**Broadcast Partners:**

PBS  
PBS Kids Sprout

**Project Partner:**

Sony Pictures Television

**Funding Partners:**

Corporation for Public Broadcasting  
Kellogg USA, Inc.  
U.S. Department of Education (Ready-to-Learn)

.....

### HAPPY, HEALTHY, READY FOR SCHOOL

PNC Grow Up Great is the most comprehensive corporate-based school readiness program in the country. Funded by The PNC Financial Services Group, Inc., one of the educational outreach components is a collection of print materials (both in English and Spanish) and a DVD designed to improve school readiness for children from birth to age 5 in Delaware, Indiana, Kentucky, Maryland, New Jersey, Ohio, Pennsylvania, Virginia, and the District of Columbia.

**Funding Partner:**

The PNC Financial Services Group, Inc.

\* Source: Nielsen, PBS PP, AA% K2-5, Oct 99- Sept 00, Oct 00-Sept 01, Oct 01- Sept 02, Oct 02- Sept 03, Oct 03-Sept 04, Oct 04- Sept 05. Ratings may include viewing to more than one telecast per program per day. Galaxy Explorer/PNF, AA% K2-5, total U.S. coverage, 9/27/99-10/1/00, 10/2/00- 9/30/01, 10/1/01-9/29/02, 9/30/02-9/28/03, 9/29/03-9/26/04 , 9/27/04-9/25/05, 6AM-6PM; *Dragon Tales* versus all regularly scheduled children's programs 6AM-6PM, 120+ episodes M-F.

PROGRAMS AND INITIATIVES

**PLAY WITH ME SESAME**

Broadcast throughout Europe, the United Kingdom, Canada, Asia, the Middle East, Australia, the Caribbean, and on Armed Forces Radio and Television Services, *Play With Me Sesame* fosters individual creative expression through social interaction. The series invites children to get up out of their chairs and play along with their favorite *Sesame Street* friends – Bert and Ernie, Grover, and Prairie Dawn – and encourages them to reach for a bigger world.

**Broadcast Partner:**  
Noggin

**Project Partner:**  
Games Productions Inc.

.....

**PINKY DINKY DOO**

This new, animated series encourages literacy in 4- to 7-year-olds through the power of storytelling, which introduces children to the building blocks of narrative, expands their vocabularies, and helps them make the critical transition from “learning to read” to “reading to learn.”

**Broadcast Partners:**  
Noggin  
Canadian Broadcasting Corporation (CBC)  
British Broadcasting Corporation (BBC/CBeebies)  
Discovery Kids Latin America  
Australian Broadcasting Corporation (ABC)

**Project Partners:**  
Cartoon Pizza, Inc.  
Random House  
Sony Wonder

**SESAME STREET MUSIC WORKS**

Sesame Street Music Works is a public-service initiative that encourages children to explore, create, learn, and grow with music. Since 2001, Sesame Workshop and NAMM, the International Music Products Association, have provided hundreds of thousands of free “Music Works Wonders” DVDs and tens of thousands of “Music Works” educational kits to parents of preschoolers and to preschool programs around the world to raise awareness of the valuable role of music-making in early childhood development.

**Funding Partners:**  
NAMM, the International Music Products Association

.....

**WORLDWIDE KIDS**

“Worldwide Kids” is a multiyear, multi-national, activity-based public-service initiative fostering the foundation for global citizenship skills and community activism in young children. This program will help prepare children to be responsible citizens in an increasingly interdependent world. It nurtures basic civic values and promotes education about different lifestyles and family situations, accountability for one’s actions, fiscal responsibility, and a general desire to work for the greater good.

**Funding Partner:**  
The Merrill Lynch Foundation

Sesame Workshop gratefully acknowledges the generous support of these partners who have committed to projects subsequent to June 30, 2005.

- The American Ireland Fund
- AstraZeneca, LLP
- The Bear Stearns Charitable Foundation
- Fohs Foundation
- AI Habtoor Engineering
- The Hain Celestial Group, Inc.
- AI Hikma Pharmaceuticals
- KidsHealth® and Nemours Health and Prevention Services
- The Mosaic Foundation
- New York State Office of Mental Health
- Procter & Gamble
- Swedish International Development Cooperation Agency (SIDA)
- UNESCO
- Wal-Mart Stores, Inc.
- The World Bank Group

## MAJOR SUPPORTERS

**Sesame Workshop gratefully acknowledges the generous support of partners around the world who share our vision. Their commitment makes our endeavors on behalf of children possible and enables us to bring our mission to life.**

### **CORPORATIONS, FOUNDATIONS, GOVERNMENT, AND DONOR AGENCIES**

#### **\$1,000,000 +**

The Atlantic Philanthropies  
Corporation for Public Broadcasting  
European Union  
Federal Emergency Management Agency  
The Ford Foundation  
Gruss-Lipper Family Foundation  
The Kahanoff Foundation  
Kellogg USA, Inc.  
McDonald's Corporation  
Merrill Lynch & Co. Foundation, Inc.  
National Science Foundation  
Nestlé Food LLC  
The PNC Financial Services Group, Inc.  
Procter & Gamble  
Charles H. Revson Foundation  
SANLAM Life Insurance Limited  
South African Broadcasting Corporation (SABC)  
The Starr Foundation  
Turner Broadcasting System International, Inc.

Unique Vacations, Inc., worldwide representatives for Beaches Resorts  
U.S. Agency for International Development (USAID)  
U.S. Department of Education

#### **\$500,000 – \$999,999**

The Mai Family Foundation  
NAMM, the International Music Products Association  
Netherlands Ministry of Foreign Affairs  
Bernard van Leer Foundation

#### **\$250,000 – \$499,999**

Joseph and Harvey Meyerhoff Family Charitable Funds

#### **\$100,000 – \$249,999**

Anonymous  
American Institutes for Research  
Foreign Affairs Canada  
ICICI Bank, Limited  
Merrill Lynch & Co., Inc.  
Stavros S. Niarchos Foundation  
Organization for Security & Cooperation in Europe (OSCE)  
W.L.S. Spencer Foundation  
UNICEF

#### **\$50,000 – \$99,999**

American Greetings  
Robert C. Atkins Foundation  
Canadian International Development Agency (CIDA)  
The Cole Family Foundation  
Fisher-Price/Mattel  
The Blanche & Irving Laurie Foundation  
National Conference for Community and Justice  
SONY BMG MUSIC ENTERTAINMENT  
VEE Corporation

#### **\$25,000 – \$49,999**

American Optometric Association  
Comcast Corporation  
The Double H Foundation, Inc.  
The German Institute for Foreign Cultural Relations (ifa)  
The Helen Hotze Haas Foundation  
The A.C. Kobayashi Family Foundation, Inc.  
Markle Foundation  
McKinsey & Company  
Alan B. Slifka Foundation  
Wolfensohn Family Foundation

#### **\$15,000 – \$24,999**

Bank of America  
Bear, Stearns & Co. Inc.  
The Walt Disney Company  
Foote Cone & Belding  
Kaufman Astoria Studios  
The Zanyvl and Isabelle Krieger Fund  
Lehman Brothers  
Lions Gate Entertainment  
Macy's Parade  
Nickelodeon Networks  
Parenting Magazine  
Sesame Place/Busch Entertainment Corporation  
Simpson Thacher & Bartlett LLP  
Thirteen/WNET New York and WL1W21  
Tishman Speyer Properties

#### **\$7,500 – \$14,999**

AEA Investors LLC  
American Express Company  
Citigroup Inc./Women & Co.  
Deloitte & Touche LLP  
Discovery Kids/Discovery Education  
Greenberg Traurig LLP  
HBO  
HIT Entertainment  
Investcorp International Inc.  
JPMorgan Chase & Co.  
MBI Foundation  
MetLife Foundation  
National Geographic  
Pfizer Inc.  
Progress Energy  
Prudential Financial, Inc.  
Steven Rattner and P. Maureen White Foundation  
The Keith and Rose-Lee Reinhard Family Foundation  
The Seinfeld Family Foundation  
Sidley Austin Brown & Wood LLP  
Dwayne and Marti Steele Fund  
Sony Pictures Television  
Toys "R" Us Children's Fund, Inc.  
Transworld Television Corporation  
  
**\$2,500 – \$7,499**  
Anonymous  
The Archstone Partnerships  
Bloomberg  
Center for Advanced Illness Coordinated Care  
The Mark and Anla Cheng Kingdon Foundation  
Davis Wright Tremaine LLP  
The Bloomingdale's Fund of the Federated Department Stores Foundation



## MAJOR SUPPORTERS

FoodScience Corporation  
 Friedman Kaplan Seiler & Adelman LLP  
 Heidrick & Struggles  
 The Jim Henson Company  
 Kauff McClain & McGuire LLP  
 The Life Institute  
 Rose Art Industries, Inc.  
 Rosie's For All Kids Foundation  
 Select Equity Group, Inc.  
 Sony Corporation of America  
 Time Magazine

### \$1,000 – \$2,499

Airport & Aviation Professionals, Inc.  
 All Wrapped Up – Division of Florence Paper Corp.  
 Altman/Kazickas Foundation  
 Benchmark Plus Management LLC  
 Bloomingdale's  
 Brown Raysman Millstein Felder & Steiner LLP  
 ContiGroup Companies, Inc.  
 DLA Piper Rudnick Gray Cary  
 Fox Family Foundation  
 The Glickenhau Foundation  
 Jacqueline S. Harris Foundation  
 The Hartley Foundation  
 Hasbro, Inc.  
 The Jim Henson Legacy by Arthur Novell & Bonnie Erickson  
 The Inspiration Networks  
 Leventhal, Senter & Lerman PLLC  
 MediaComm

Morgan, Lewis & Bockius LLP  
 Random House Children's Books  
 Scholastic  
 The Susan Stein Shiva Foundation  
 United Steelworkers of America  
 WNYC/New York Public Radio

### INDIVIDUALS

#### \$50,000 – \$99,999

Joan Ganz Cooney and Peter G. Peterson  
 Vincent and Anne Mai

#### \$25,000 – \$49,999

Jane Hartley and Ralph Schlosstein  
 Shirley and Walter Wang

#### \$15,000 – \$24,999

Anonymous  
 James M. Allwin  
 Dick and Diana Beattie  
 Toni and Dwight Bush  
 Judy and Steven Gluckstern  
 Rachel Hines and Michael Cembalest  
 Sanford M. Litvack  
 Holly Peterson and Rick Kimball  
 Lionel I. Pincus and HRH Princess Firyal  
 Phil Schlein  
 Melissa and Robert Soros

#### \$7,500 – \$14,999

Anonymous  
 Cheryl and Fred Halpern  
 Gary E. Knell and Kim Larson  
 Ralph and Ricky Lauren  
 Margaret Loesch and The Hatchery LLC  
 Wendy and Eric Schmidt  
 David and Sherrie Westin

#### \$2,500 – \$7,499

Mark and Aynah Askanas  
 Joanna Barsh and David Garbasz  
 Mr. and Mrs. Oscar de la Renta  
 Martín Gómez  
 Mr. and Mrs. Murray Halpern  
 Mary, Roy, James, Caroline, and Alexander Judelson  
 Jim Kelly  
 Lloyd and Mary Morrisett  
 Maurice and Elizabeth Myers  
 Raymond Plank, Founder and Chairman, Apache Corporation  
 Safi and Anita Qureshey  
 Susan Tolson and Charles Rivkin  
 David Rockefeller  
 Mr. and Mrs. Felix Rohatyn  
 Richard E. Salomon and Laura Landro  
 Vicki and Roger Sant  
 Anastasia Vournas and J. William Uhrig  
 Rodney and Sukey Wagner  
 Ellen Wartella  
 Jeffrey and Lynn Watanabe  
 Laura and Adrian Weller  
 The Honorable Kimba M. Wood and Frank E. Richardson

#### \$1,000 – \$2,499

Gigi Arledge  
 Peter Allan Atkins  
 Robin and Marc Avram  
 Afsaneh Beschloss  
 Daniel Burstein and Julie O'Connor  
 Cecily Cameron and Derek Schrier  
 Christopher Cerf and Paige Peterson  
 Meryl and Michael Chae  
 Mary Charles and Tom Kiley  
 Carol and Jerry Coben  
 Dorothy Soranno Coco and Joseph Coco  
 Craig and Karen Corman  
 Christopher and Kathryn Dann  
 Susan and David Edelstein  
 Mr. and Mrs. Lewis Eisenberg  
 Susie Ellis  
 Elmo  
 Concepción and Irwin Federman  
 Brian D. Fix  
 Susan and Jeff Goldenberg  
 Myrna and Stephen Greenberg  
 Karen and Pete Gruenberg  
 Suzanne and Philip C. Handal  
 Sandra and Michael Hartley  
 Maura Harway and Richard Mark  
 Cheryl Henson and Ed Finn  
 Don and Marilyn Berger Hewitt Fund  
 Carla A. Hills  
 Jacqueline Harris Hochberg and Robert J. Hochberg  
 Linda and Morton Janklow  
 Elizabeth D. Kalodner  
 Bob Kerrey and Sarah Paley

## MAJOR SUPPORTERS

Mr. and Mrs. Hans W. Kertess	<b>\$500 – \$999</b>	Lauretta Bruno	Isabelle F. McCue
Mr. and Mrs. Brad Klatt	Rand S. April	Ellen S. Buchwalter	Barbara and Terrance Miller
Mr. and Mrs. Murray Kushner	David J. Berger	Lily Chang	H. Melvin Ming
Karyn and Kevin Lamb	Elliot and Toby Bird	Carmen Chang	Donna Mitroff
Jennifer Lefcourt and Craig Jacoby	Lauretta J. Bruno	Lynn Chwatsky and Jory Siegel	Lloyd and Mary Morrisett
Arlene Lum and Victor Li	Amy and Rob Feinblatt	Patricia and William Cleary	NAMM, the International Music Products Association
Connie and Robert A. Lurie	Sheril Freedman	Ralph Coburn	Mr. and Mrs. Bruce Natalie
Patti and Timothy Lyons	Lee and Sergio Galvis	Scott Budde and Charlotte Cole	Lee Kingman and Peter Natti
Charles J. Lyons	Jaime and Phillip Greenberg	Joan Ganz Cooney and Peter G. Peterson	David L. and Terri Pagni
Kati Marton	Mary Lou and Jack Hamilton	Frances R. Curcio	Joanne J. and Frederick A. Peterson
W. Christian McCollum	Phyllis Harrison-Ross, M.D.	Suzanne Duncan	Emilia Pitrelli
Cynthia McFadden	Ina Heafitz	Mary Kay Dyer	Debbie Plate
Bill D. Mills	Sonja L. Hoel	Bobbi English	Ida Jeanne and Henry Pollak
Allan Mutchnik	Teresa Jennings	Edwin and Jean Erickson	Katherine and Stan Roeder
Eileen Naughton	Yvonne and Nasser Kazeminy	Allen Foster	Suzanne Rose
Adrian P. Nelson	Lili Lynton and Michael Ryan	Richard and Sun Friedlander	Theodore H. and Linda P. Rosen
George and Joan Newcombe	Marianna Mather and Warren Mitofsky	Victoria Gallipani	Susan H. Royer
Christina and Michael Nooney	Larissa and Brian Modesitt	Leah Gambal and Santiago Alfageme	Saint Paul Lutheran Church
Sarah Jessica Parker and Matthew Broderick	Amanda and Ned Offit	Sara G. Garland, Washington, D.C.	Grace and Marcel Seiler
Robert and Veronique Pittman	Kate and Brad Peck	Margaret S. Garner	Mary and A. Paul Sepich
Martha Stokes Price	Ida Jeanne and Henry Pollak	Anne Gorfinkel	Priscilla and Eric Sharpless
Hugh B. Price	Doreen Quinn	Jaime Greenberg	Shirley Sheffer
Mary and John Rayis	Marcia Robbins-Wilf	Constance and Richard C. Harrier	Chia-Hui Shih
Rita and Robert Riggs	Nicholas Saggese	Maura Harway and Richard Mark	Mary Margaret Shoaf
Jeanne and Nicolas Rohatyn	Robert C. Sheehan	Rebecca Herman	Marcelle and Dominic Soda
Mr. and Mrs. A.M. Rosenthal	Annalee Van Kleeck	Paulette and Burt Kaufman	Peter Tirp
Julienne M. Scanlon	<b>JOEL SCHNEIDER INTERNATIONAL RESEARCH FUND FOR GLOBAL HEALTH</b>	Gary E. Knell and Kim Larson	Rosemarie Truglio
Mr. and Mrs. Peter J. Solomon	Anonymous (5)	Prudence and David Larson	Peter Van Roden
Kenneth and Marisa Starr	Jill Aragones	Bunny Lester	Daniel Victor
Erika and Adam Stern	Carol and Richard Babson	Judith and Peter Levin	WNYC Radio
Nancy and Phil Strohm	Educational Broadcasting Corporation	Ellen Lewis Gideon	Ronald A. and Troy Faith Ward
Stuart F. Sucherman	Jeanette Betancourt	Michael Lombardi	Sherrie Rollins Westin
Betty and Kenneth Tang	Elliot and Toby Bird	Joseph Malkevitch, York College (CUNY)	Colby Willis
Janice Therrien	Bolster Education, Inc.	Ann and Roger Martin	Helen and Stephen Willoughby
Alan and Barbara Washkowitz	Pauline Brooks	Laura W. Martin	
William S. Weil		Marianna Mather and Warren Mitofsky	
Anita V. Wien		Janet Miller McLeod	
Helen and Stephen Willoughby			

## MAJOR SUPPORTERS

### SESAME 1000

**Sesame Workshop extends special thanks to the following individuals and families who have joined together in support of Sesame 1000, our new philanthropic initiative that provides annual funding support of our projects on behalf of children around the world.**

**Sesame 1000 contributions help sustain these initiatives at their outset, before foundation and government funding is possible.**

Anonymous  
Douglas Adler  
Susan Akbarpour and Faraj Aalaei  
Rand S. April  
Mark and Aynah Askanas  
Robin and Marc Avram  
Joanna Barsh and David Garbasz  
Dick and Diana Beattie  
Jennifer Bensch  
Candice Bergen and Marshall Rose  
David J. Berger  
Afsaneh Beschloss  
Mr. and Mrs. John Bolger  
William B. Brentani  
Toni and Dwight Bush  
Cecily Cameron and Derek Schrier  
Gina Maya and Richard Capelouto  
Meryl and Michael Chae  
Mary Charles and Tom Kiley  
Carol and Jerry Coben  
Dorothy Soranno Cocco and Joseph Cocco  
The Cole Family Foundation

Scott Budde and Charlotte Cole  
Joan Ganz Cooney and Peter G. Peterson  
Craig and Karen Corman  
Christopher and Kathryn Dann  
The Dann Family  
Charles E. Dorkey III  
Susan and David Edelstein  
Constance and Albert Eisenstat  
Susie Ellis  
Concepción and Irwin Federman  
Andrea Wallace and Jonathan Friedman  
Lee and Sergio Galvis  
Susan Giles and Bob Semple  
Joseph Giunta  
Mr. and Mrs. Steven Goldby  
Martín Gómez  
Barbara J. Goodrich  
Lynne Anne Greenberg and Eric Avram  
Karen and Pete Gruenberg  
Mary Lou and Jack Hamilton  
Suzanne and Philip C. Handal  
Sandra and Michael Hartley  
Cheryl Henson and Ed Finn  
Rachel Hines and Michael Cembalest  
Jacqueline Harris Hochberg and Robert J. Hochberg  
Sonja L. Hoel  
Linda and Morton Janklow  
Mary, Roy, James, Caroline, and Alexander Judelson  
Elizabeth D. Kalodner  
Michelle Kassner and Chris Gallagher  
Yvonne and Nasser Kazeminy  
Gary E. Knell and Kim Larson  
Bert and Susan Kobayashi  
Anna Kovner and Seth Meisel  
Matt and Annette Lauer  
Jennifer Lefcourt and Craig Jacoby  
Hillary and Daniel Leibowitz  
Richard Levin  
Sanford M. Litvack  
Margaret Loesch and The Hatchery LLC  
Arlene Lum and Victor Li  
Connie and Robert A. Lurie  
Patti and Timothy Lyons  
Vincent and Anne Mai  
Barbara Mayers  
W. Christian McCollum  
Bill D. Mills  
H. Melvin and Diana Ming  
Larissa and Brian Modesitt  
Alfred H. Morris  
Lloyd and Mary Morrisett  
John Henry and Marion Moulton  
Allan Mutchnik  
Maurice and Elizabeth Myers  
Eileen Naughton  
Adrian P. Nelson  
George and Joan Newcombe  
Gregg A. Noel  
Christina and Michael Nooney  
R.W. Odgers  
Amanda and Ned Offit  
Tricia and Jason Pantzer  
Sarah Jessica Parker and Matthew Broderick  
Holly Peterson and Rick Kimball  
Raymond Plank, Founder and Chairman, Apache Corporation  
Martha Stokes Price  
Kyle and Marsha Kline Pruett  
Doreen Quinn  
Mary and John Rayis  
Mr. and Mrs. Chris Ream  
Keith and Rose-Lee Reinhard  
Rita and Robert Riggs  
Jeanne and Nicolas Rohatyn

Nicholas Saggese  
Steven and Lisa Schatz  
Phil Schlein  
Wendy and Eric Schmidt  
Kenneth Schwab  
Michelle Schwartz  
Peter Simshauser  
Elizabeth A. Smith  
Karen and William Sonneborn  
Dwayne and Marti Steele Fund  
Erika and Adam Stern  
Edward D. Storm  
Nancy and Phil Strohm  
Scott and Lisa Stuart  
Betty and Kenneth Tang  
Janice Therrien  
United Steelworkers of America  
Allen B. Uyeda  
Rodney and Sukey Wagner  
Ellen Wartella  
Jeffrey and Lynn Watanabe  
William S. Weil  
Laura and Adrian Weller  
Anita V. Wien

**For more information about how you can support Sesame Workshop, please contact:**

**Jaime Greenberg  
Vice President,  
Philanthropic Development  
(212) 875-6451**

**Or visit:  
[www.sesameworkshop.org](http://www.sesameworkshop.org)**

As a nonprofit organization, Sesame Workshop relies not only on philanthropic support but also on income from the sales of *Sesame Street* and other Workshop products to fund educational programs that help children everywhere learn and grow. We partner with best-in-class organizations that believe in our brands and share our vision. These long-term and committed partners are essential to advancing our educational initiatives around the world.

- American Greetings
- Apple & Eve
- Busch Entertainment Corporation (Sesame Place)
- Fisher-Price
- The Hain Celestial Group, Inc.
- The Parenting Group (Sesame Street Magazine)
- Procter & Gamble
- Random House
- Sony Wonder
- Sunkist
- VEE Corporation (Sesame Street Live)



**Sources of Funding**

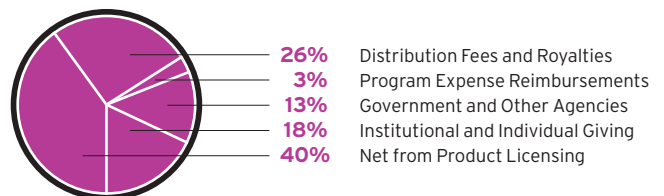
Over the years, funding alliances have been formed with a variety of government, corporate, and philanthropic partners to support Sesame Workshop’s mission-related endeavors, including *Sesame Street*, the Workshop’s flagship preschool series, whose initial funding partners included the U.S. Department of Education, the Corporation for Public Broadcasting, the Carnegie Corporation of New York, and the Ford Foundation. This combination of public- and private-funding partnerships is categorized as Program Support in the Consolidated Statement of Activities on page 54. Sesame Workshop’s future financial vitality depends on its ability to continue to expand these sources of revenue for current and future educational projects in order to continue delivering on its educational mission.

Sesame Workshop’s second revenue source is from the distribution of its educational content across all media channels. In this arena, the organization has successfully undertaken a range of activities that enable it to generate revenue while at the same time deliver its educational content through multiple forms of distribution. These activities include domestic and foreign distribution of local-language television programs; the overseas syndication of our domestic television series; production and distribution of DVDs and home videos; publication of books and magazines; operation of theme parks and live shows; and the distribution of video and gaming across digital platforms. Sesame Workshop works with long-term and committed distribution partners such as Sony Wonder; Random House; The Parenting Group; Busch Entertainment; and VEE Corporation.

Sesame Workshop also relies on income from the sales of licensed products to fund its educational programs. We partner with best-in-class licensees that believe in our brands and share our vision, including Fisher-Price, American Greetings, Children’s Apparel Network, and Sunkist.

In addition to the revenues earned to support the creation and distribution of its educational content, the Workshop, similar to other nonprofit educational institutions, maintains an investment portfolio to ensure the organization’s long-term financial viability and to provide financing for educational activities that are otherwise difficult to fund.

**Revenues earned from product licensing, net of the related expenses, account for 40 percent of Sesame Workshop’s operating revenues. The remaining 60 percent comes from institutional and individual giving, distribution fees and royalties, and government and other agencies.**



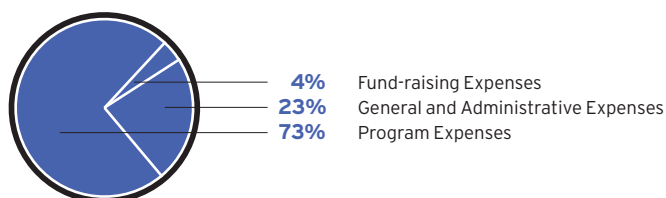
**Fiscal Year 2005 Financial Condition and Liquidity**

The financial condition of Sesame Workshop continued to be strong in fiscal year 2005. Highlights include an \$18.0 million reduction in outstanding debt and the receipt of significant funding commitments to support future production and outreach initiatives. The Consolidated Statement of Activities reflects operating income of \$0.2 million, an improvement of \$2.0 million over fiscal year 2004.

Revenues in fiscal year 2005 increased by \$10.3 million, or 10.7 percent, over fiscal year 2004 including a \$9.2 million increase in Program Support revenue. Included in fiscal year 2005 Program Support revenues are grant commitments from the Merrill Lynch Foundation for a global outreach project and from the Gruss-Lipper Family Foundation to support the production of *Rechov Sumsum* in Israel. Other increases in program support include the premier of the third season of *Dragon Tales* on PBS and the launch of a coproduction called *Sisimpur* in Bangladesh and additional production seasons of *Alam Simsim* in Egypt. Distribution Fee and Royalty revenues increased \$2.8 million from fiscal year 2004. This increase is the result of a new coproduction in Japan and the broadcast of programs in Mexico and the United Kingdom.

Expenses for fiscal year 2005 were \$107.0 million, an increase of \$8.3 million, or 8.5 percent over fiscal year 2004. General and Administrative Expenses increased by \$2.2 million primarily due to restructuring expenses. International production, outreach, and research expenses increased by \$2.2 million, as a result of projects in Bangladesh and Japan as well as new production seasons in Egypt and Mexico. Other expense increases include staff additions and increases in marketing expenses to support our fund-raising efforts.

73 cents of every dollar spent goes directly to fulfilling the Workshop's educational mission.



Total Assets decreased by \$9.0 million, or 2.8 percent, in fiscal year 2005. The decrease in Marketable Securities of \$12.4 million was due to the \$18.0 million paydown on the outstanding loan balance partially offset by \$10.4 million in investment income earned in fiscal year 2005. The increase in Accounts Receivable of \$7.2 million was primarily attributable to the grant commitment from The Merrill Lynch Foundation along with an increase in domestic licensing receivables. Other assets increased by \$2.1 million primarily due to the costs incurred to create the traveling museum exhibit, “Sesame Street Presents: The Body.”

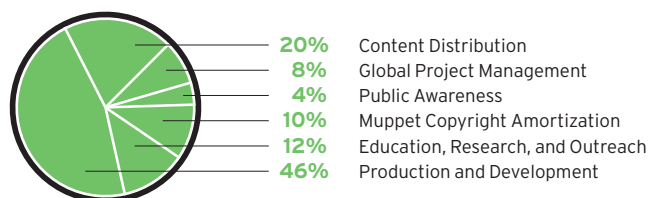
Total Liabilities were reduced by \$17.9 million, or 16.7 percent, in fiscal year 2005. This variance was primarily due to the \$18.0 million in principal payments made on the outstanding loan balance.

### Significant Strategic Transactions

In December 2000, the Workshop acquired the *Sesame Street* Muppet characters from the Jim Henson Company, a subsidiary of EM.TV & Merchandising AG. Full ownership of the *Sesame Street* Muppets allows for greater creative freedom, control of content, and enhanced revenue opportunities. In September 2002, the Workshop sold its 50 percent ownership interest in the Noggin joint venture to its partner, MTV Networks/Viacom, providing capital to expand its mission internationally, remain strong in a highly competitive domestic marketplace, and retire a portion of existing debt. In September 2004, the Workshop entered into a partnership with Comcast, PBS, and HIT Entertainment to establish and operate a digital cable and video-on-demand service whose purpose is to distribute educational programming to preschool-aged children and their families. The channel, named PBS Kids Sprout, premiered first on VOD in April 2005 and as of December 2005 was in more than 18 million households.

The following statements are an extract of Sesame Workshop’s audited financial statements for the fiscal years 2005 and 2004.

This further breakdown of program expenses shows that as Sesame Workshop expands its programmatic activity around the world, increasing our expenditures on Education, Research, and Outreach as well as Production and Development is dependent on growing public support.



CONSOLIDATED STATEMENT OF ACTIVITIES  
For the years ended June 30 (000s omitted)

	'05	'04
<b>REVENUES</b>		
Program Support	\$ 33,128	\$ 23,960
Distribution Fees and Royalties	25,718	22,902
Product Licensing	48,298	49,950
<b>Total Operating Revenues</b>	<b>107,144</b>	<b>96,812</b>
<b>EXPENSES</b>		
<b>Program Expenses</b>		
Education, Research, and Outreach	8,471	5,161
Content Distribution	14,064	11,580
Production and Development	32,693	34,178
Global Product Licensing	9,425	8,839
Global Project Management	5,529	5,354
Public Awareness	2,970	2,730
Amortization Expense	6,945	6,945
<b>Total Program Expenses</b>	<b>80,097</b>	<b>74,787</b>
<b>Support Expenses</b>		
Fund-raising Expenses	4,223	3,420
General and Administrative Expenses	22,663	20,441
<b>Total Support Expenses</b>	<b>26,886</b>	<b>23,861</b>
<b>Total Operating Expenses</b>	<b>106,983</b>	<b>98,648</b>
<b>Operating Income (Loss)</b>	<b>161</b>	<b>(1,836)</b>
Net Investment Income	10,410	9,124
Interest Expense	(1,681)	(1,217)
Other Nonoperating Income (Losses)	(5)	(3)
<b>Increase (Decrease) in Net Assets</b>	<b>\$ 8,885</b>	<b>\$ 6,068</b>

Note: Prior-year amounts have been updated to reflect the current year's presentation.



CONSOLIDATED STATEMENT OF FINANCIAL POSITION  
For the years ended June 30 (000s omitted)

	'05	'04
<b>ASSETS</b>		
Cash and Short-term Investments	\$ 16,519	\$ 16,824
Receivables		
Program and Product Licenses and Contracts in Support of Programs, Net of Allowance for Doubtful Accounts	24,780	21,269
Grants	6,616	2,975
<b>Total Accounts Receivable</b>	<b>31,396</b>	<b>24,244</b>
Programs in Process	8,266	6,693
Marketable Securities	139,957	152,325
Intangible Assets	106,641	113,585
Fixed Assets	9,048	9,298
Other Assets	4,422	2,320
<b>Total Assets</b>	<b>\$ 316,249</b>	<b>\$325,289</b>
<b>LIABILITIES</b>		
Accounts Payable and Accrued Expenses	\$ 25,934	\$ 24,134
Deferred Revenues	17,093	18,434
Deferred Rent Payable	4,695	5,080
Debt Payable	42,000	60,000
<b>Total Liabilities</b>	<b>89,722</b>	<b>107,648</b>
<b>NET ASSETS</b>		
Unrestricted	219,691	217,143
Temporarily Restricted	6,836	498
<b>Total Net Assets</b>	<b>226,527</b>	<b>217,641</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 316,249</b>	<b>\$325,289</b>

CONSOLIDATED STATEMENT OF CASH FLOWS  
For the years ended June 30 (000s omitted)

	'05	'04
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Increase in Net Assets	\$ 8,886	\$ 6,068
Adjustments to Reconcile Increase in Net Assets to Net Cash		
Provided by Operating Activities		
Depreciation and Amortization	9,348	9,245
Amortization of Programs in Process	20,316	20,548
(Increase) in Net Unrealized Appreciation on Marketable Securities	(9,912)	(8,288)
Loss (Gain) on Sale of Marketable Securities	91	243
Decrease (Increase) in Receivables	(7,152)	1,606
(Increase) in Programs in Process	(21,889)	(16,523)
Decrease (Increase) in Other Assets	(2,273)	1,387
(Decrease) Increase in Accounts Payable and Accrued Expenses	1,800	(3,416)
(Decrease) Increase in Program and Product License Revenues	(1,341)	(31)
(Decrease) in Deferred Rent Payable	(385)	(386)
<b>Net Cash Provided by Operating Activities</b>	<b>(2,511)</b>	<b>10,453</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Additions to Property and Equipment	(1,983)	(2,808)
Purchases of Marketable Securities	(83,715)	(43,138)
Proceeds from the Sale of Marketable Securities	105,904	49,170
<b>Net Cash Provided by Investing Activities</b>	<b>20,206</b>	<b>3,224</b>
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>		
Payments on Note Payable	(18,000)	-
<b>Net Cash (Used in) Financing Activities</b>	<b>(18,000)</b>	<b>-</b>
<b>Net Increase (Decrease) in Cash and Short-term Investments</b>	<b>(305)</b>	<b>13,677</b>
Cash and Short-term Investments, Beginning of Period	16,824	3,147
<b>Cash and Short-term Investments, End of Period</b>	<b>\$ 16,519</b>	<b>\$ 16,824</b>

## BOARD OF TRUSTEES

### **Mr. Vincent A. Mai**

Chairman of the Board  
Sesame Workshop  
Chairman  
AEA Investors, Inc.

### **Mrs. Joan Ganz Cooney**

Co-Founder and Chairman of the  
Executive Committee  
Sesame Workshop

### **Mr. Lloyd N. Morrisett**

Co-Founder and Chairman  
*Emeritus* of the Board  
Sesame Workshop

### **Jeffrey N. Watanabe, Esq.**

Former Chairman of the Board  
Sesame Workshop  
Partner  
Watanabe Ing & Komeiji, LLP

.....

### **Ms. Fabiola R. Arredondo**

Managing Partner  
Siempre Holdings

### **Richard Beattie, Esq.**

Chairman  
Simpson Thacher & Bartlett LLP

### **Mrs. Afsaneh M. Beschloss**

President and Chief Executive Officer  
Rock Creek Group

### **Toni Cook Bush, Esq.**

Partner  
Skadden, Arps, Slate, Meagher &  
Flom LLP

### **Ms. Lisa Caputo**

President and Chief Executive Officer,  
Women and Company, and  
Senior Managing Director,  
Global Consumer Group,  
Citigroup Inc.

### **Mr. David C. Cole**

Chairman, President &  
Chief Executive Officer  
Maui Land and Pineapple Co., Inc.

### **Mrs. Daniella Lipper Coules**

Managing Director  
Dune Capital

### **Mr. Martín Gómez**

President & Chief Executive Officer  
Urban Libraries Council

### **Ms. Jane Hartley**

Chief Executive Officer  
G7 Group, Inc.

### **Ms. Rachel Hines**

Former Managing Director,  
J.P. Morgan Chase & Co. Inc.  
Member, Council on Foreign Relations

### **Mr. Gary E. Knell**

President and Chief Executive Officer  
Sesame Workshop

### **Sanford M. Litvack, Esq.**

Partner  
Hogan & Hartson L.L.P.

### **Ms. Margaret Loesch**

Managing Partner  
The Hatchery

### **Dr. Kyle Pruett**

Clinical Professor,  
Child Psychiatry and Nursing  
Yale University School of Medicine

### **Mr. Keith Reinhard**

Chairman  
DDB Worldwide, Inc.

### **Dr. Linda G. Roberts**

National Consultant  
Former Director,  
Office of Educational Technology  
U.S. Department of Education

### **Ms. Susan Solomon**

### **Mr. Richard Steadman**

**Dr. Ellen Wartella**  
Executive Vice President & Provost  
University of California – Riverside

## EXECUTIVE MANAGEMENT

### **Gary E. Knell**

President and Chief Executive Officer

### **H. Melvin Ming**

Chief Operating Officer

### **Dr. Lewis Bernstein**

Executive Vice President,  
Education, Research, and Outreach

### **Terry Fitzpatrick**

Executive Vice President,  
Distribution

### **Susan Kolar**

Executive Vice President,  
Chief Administrative Officer

### **Liz Nealon**

Executive Vice President,  
Creative Director

### **Daniel Victor**

Executive Vice President,  
International

### **Sherrie Rollins Westin**

Executive Vice President,  
Chief Marketing Officer



sesameworkshop.

One Lincoln Plaza  
New York, New York 10023  
212.595.3456  
[www.sesameworkshop.org](http://www.sesameworkshop.org)

For more information about how you can support Sesame Workshop, please visit [www.sesameworkshop.org](http://www.sesameworkshop.org) or contact:

Jaime Greenberg, Vice President, Philanthropic Development, at 212.875.6451

Anita Stewart, Vice President, Corporate Sponsorship, at 212.875.6889

Many thanks to our colleagues and partners who contributed the wonderful candid photographs of children featured on the preceding pages of this year's annual report: Pam Arciero, Bonnie Carlson, Robert Fuhring, Leah Gambal, Robert Knezevic, Richard Termine, Cooper Wright, and Nadine Zylstra.

©2006 Sesame Workshop. All rights reserved.

Sesame Workshop® Sesame Street® and international Sesame Street coproductions, and all of their associated characters, trademarks, and design elements are owned by Sesame Workshop.

Pinky Dinky Doo™ and associated characters, trademarks, and design elements are owned and licensed by Cartoon Pizza, Inc., and Sesame Workshop.  
© 2006 Cartoon Pizza, Inc., & Sesame Workshop. All Rights Reserved.

©2006 Sesame Workshop/Columbia Tristar Television Distribution. "Dragon Tales" and its logo are trademarks of Sesame Workshop and Columbia Tristar Television Distribution. All rights reserved. Funded in part by a grant from the Corporation for Public Broadcasting through funds from the U.S. Department of Education.

Muppets™ is a trademark of Muppets Holding Company, LLC.



---

“Dear Big Bird,

You’re my friend.

Please come over and play with me.

How about next Thursday?”

An excerpt from one of the many treasured letters Caroll Spinney, as *Sesame Street*'s Big Bird, has received over the years from young fans, expressing that wonderful sense of connection to the *Sesame Street* characters.

---

“In an age when parents look far and wide for tools to endow their children with an early advantage, *Sesame Street* continues to distinguish itself as the best head start for learning a child can have.”

GLENN CLOSE, actor and guest star on *Sesame Street*.



Grover  United States