

as successful and popular in ^{the} world of the under five for in addition to its primary function of entertaining and stimulating the child at home it is now used widely in Nursery Schools, in classes containing large numbers of immigrant children in their English familiarisation classes and also by some Teachers Training Colleges. Primary School Teachers, Nursery School Specialists and Art, Drama and Music advisers were consulted before the programme began, and to this day the production team keeps in touch with all the trends in Nursery School education. On many occasions members of the team are invited to lecture to Play Group Associations from the groups of mothers who are interested in the programme's development.

PLAY SCHOOL INTERNATIONAL

"Giocagio", "Das Spielhaus" - are names by which Play School is known to Italian and Austrian children.

Australia was the first country to buy complete tapes of the programme and they were followed by New Zealand. In addition to showing the English tapes of Play School Australia now produces its own 30 minute version of the programme. When non-English speaking countries began to show an interest in the Play School format special arrangements were made for them to receive scripts, films, and graphics so that they could then produce their own versions of the programme. Children in Italy, Norway, Switzerland and Austria and more recently Israel enjoy Play School.

Co-production filming with Switzerland is now in its second phase and Ann Reay's second series of films shot in Switzerland is being transmitted in Play School this week.

Plans are well advanced for filming in Austria next year and other countries currently expressing an interest in presenting the programme include Spain, Cyprus and Canada.

RECORDS, BOOKS, TOYS

Play School's popularity is now reflected in the growing number of publications and products which are produced in association with the programme.

The Play School production team, including the programme's design unit are responsible for the content of three 'Play School' books now available and later this Autumn an anthology of poems 'Oh Jemima' will be published, illustrated by Mina Martinez.

A record of favourite Play School songs has been released, performed by Rick Jones and Julie Stevens and a series of games and jigsaws using Play School items are now available.

PLAY SCHOOL PRESENTERS

The programme has always maintained a "repertory company" of about 12 presenters whose backgrounds and interests have added to the vitality of the series. Many of Play School original presenters are still with the programme - actress Julie Stevens, singer/composer actor Rick Jones and actor Brian Cant - while new faces like comedian Johnny Ball and folk singer Johnny Silvo have joined the company more recently.

PRESENTERS

Julie Stevens, Rick Jones, Carole Ward, Brian Cant, Carol Chell, Miranda Connell, Johnny Ball, Gordon Clyde, Lionel Morton, John White, Chloe Ashcroft, Johnny Silvo, Diane Dorgan, Nigel Anthony.

STAFF FOR PLAY SCHOOL

Executive Producer - Cynthia Felgate
Producers - Ann Reay, Peter Ridsdale Scott, Michael Grafton Robinson.