



# NEW YORK POST

September 7, 2009  
by Denise Buffa

## Today's Word: E-M-M-Y

Millions of children across the world hang on Don and Jacqueline Moody's every word.

The Big Apple cousins -- who once put on shows in their grandmother's back yard to entertain themselves -- won two Emmy Awards this year for entertaining and educating 9 million viewers in 24 countries with their televised literacy program, "WordWorld."

"It is a big TV show," Don Moody, founder and CEO, said. "But what's so powerful about this is it's a new innovation. It's a new way to teach children how to read."

Reared as a latchkey kid in Forest Hills, Queens, with "Sesame Street" as his baby sitter, Moody, 47, studied literacy when he left the ad business several years ago.

His first child was on the way, and he wanted to make her world a better place, as his single mom, Irene Campus, had done for him. And what he found out was that children keep their eyes on characters -- not words -- when they're glued to the TV.

"That's when I really decided there's no way words can compete with the characters on the screen," he said.

"So you might as well make the words the characters," explained Jacqueline Moody, 46, the show's co-creator, head writer and producer, who grew up in The Bronx's Fordham section and snagged an Emmy for Outstanding Writing in Animation.

On the program -- which airs on Channels 13 and 21 in New York -- children see letters of words morph into colorful 3-D, animated images of the things they represent. The letters are embedded in the pictures.



The character named Pig has a head that's a "P," a chest that's an "I," and a rump that's a "G." When he makes a cake, he pushes together the letters "C," "A," "K" and "E" until they magically become what they spell.

The Moodys share this year's second Emmy, for Outstanding Children's Animated Series, with the show's director, Olexa Hewryk.

"Children's television is a wonderful place to work," said Hewryk, 37, a father of one who lives in Park Slope. "I feel I've opened up kids' eyes. I've made them the better for watching television."