

The Show with the Mouse, WDR, Germany

“The corona virus and the far-reaching measures that have been taken to prevent it from spreading have a massive impact on the everyday lives of all people, including children in a very special way. Within a very short period of time, they no longer have to attend kindergarten or school every day and thus an essential part not only of their daily routines, but also of the social contacts within their age group, as well as educators, teachers and leisure-time educators. At the same time, parents themselves are under extreme strain. Not only because of child care, home office, sometimes massive material worries and a general insurance regarding the evaluation and handling of the virus, and are thereby challenged to restructure the family's everyday life in a self-sufficient way and, as a first source of information, to convey to their children their questions about the virus and the reasons for this extreme break with the familiar. In this situation, it is our goal to offer children on all the platforms they use, to help them fill and structure their day, to provide age-appropriate answers to their questions about current events and to meet their need to discover new things and acquire new skills in a playful way despite school and kindergarten closures, as well as to exchange ideas about how to deal with the new everyday life in a spirit of self-efficacy and autonomy.

- Instead of once a week there's now a daily broadcast of the Show with the Mouse on WDR television since 22.03.2020. Provision of the program on the website.
- Informative and entertaining info clips in which Ralph Caspers, who answers children's questions about the corona virus in a child-friendly, easy-to-understand way and with simple tools from his home office.
- Cross-media use of Ralph Casper's videos as an introduction to the daily programme on TV, Instagram and Facebook, as well as on a Corona topic page on the Mouse website with additional information, tips and info graphics as well as accompanying material on everyday but special problems such as celebrating birthdays or Easter in Corona times.
- Mouse Hobby Room: In order to give young Mouse fans the opportunity to discuss strategies for coping with everyday life and to find ideas for themselves, the Mouse team also created the Mouse Hobby Room: Here, Mouse fans and protagonists from the Mouse cosmos show how they use their time at home and give tips and ideas for everyday life.

Since many children spend a lot of (corona) time painting, the Mouse team initiated the campaign Paint with the Mouse-film, in which children were asked to paint their spring heroes and send them to the Mouse office. From almost 2000 pictures a selection was then animated in a small spring film and published.

In order to give the children an entertaining and up-to-date opportunity to deal intensively with an exciting, possibly new topic area despite the absence of lessons, the mouse team produced two five-part tutorials, "Programming with Penny", in which the developer Penny enables Mouse fans to code and program little mouse stories in split-screen videos.

The videos were successively made available on the mouse website, partly with a live chat, as well as on YouTube for participation.

On the social media platforms, the daily posting focuses on a target group- and platform-oriented mixture of entertaining and informative and also very practical accompaniment through the Corona period, e.g. with ideas how to dance into May alone with the MausTanz at home, instructions for mouth-and-nose protection with mouse, elephant or duck motif or a reference to letter-writing as a way of keeping in touch in times of physical distancing, #diemauszuhaus.”

<https://www1.wdr.de/index.html>