Arkansas PBS premiered a new, four-episode, pre-K-2 children’s program, “Blueberry's Clubhouse,” featuring Blueberry, a curious puppet guide to engaging and insightful activities for students out of school for the summer months. Initially created as part of the “Arkansas AMI” daily broadcasts while students were out of school due to COVID-19, Blueberry evolved into a stand-alone program designed to provide a safe, at-home summer camp experience, focusing on social and emotional issues to help families cope with life during a pandemic.

Kids joined Blueberry on adventures across The Natural State each Friday on broadcast and weekdays in a digital series July-September. Blueberry introduced various topics to help young viewers learn and play each day.

“Blueberry's Clubhouse” was produced in partnership with the Arkansas Arts Center. More than 15 other statewide partners came together to provide educational support and content in the areas of social/emotional skills, art, music, physical activity, cooking, science, nature and much more.

“Yay for overlooked manner issues! Blueberry's Clubhouse is a real plus for Arkansas children.”

R. Doyne, Facebook viewer

myarkansaspbs.org/blueberrysclubhouse

“The timing for this show was perfect because of all that has been happening. So many parents are looking for innovative ways to educate their children and make it fun. With Blueberry's Clubhouse this was accomplished. I encourage Arkansas PBS to produce more episodes. This type of content is so necessary, especially now!”

Al “Papa Rap” Lopez
As many families missed out on summer camps, taking vacations or seeing friends due to social distancing, “Blueberry’s Clubhouse” offered a summer camp adventure from the safety of our own homes. With Blueberry’s friends and Arkansas partners, campers learned how to problem solve and deal with the many emotions we have all struggled with during the pandemic.

“How to Watch

watch.myarkansaspbs.org
youtube.com/arkansaspbs
myarkansaspbs.org/blueberrysclubhouse

“Thanks Blueberry! Really felt like camp happened this year after all.”
Shannon Anderson, Arkansas Regional Innovation Hub

“Blueberry Weathers the Storm” Blueberry is throwing a party for her dear friend, Max, and works to make sure everything is perfect for the special day – even with some thunder clouds on the horizon.

Focus: Dealing with disappointment.

Child Development and Early Learning Standards: Social and Emotional Development; Science and Technology; Creativity and Aesthetics; Social Studies

“The Mysterious Case of the Missing Caterpillar” Blueberry introduces her pet caterpillar. She is trying to come up with a name for it until the unthinkable happens: the caterpillar goes missing!

Focus: Adapting to change

Child Development and Early Learning Standards: Social and Emotional Development; Cognitive Development; Science and Technology; Creativity and Aesthetics; Language Development; Emergent Literacy

“Into the Wild Blue Yonder” Blueberry ventures out into the great outdoors, exploring the sights and sounds of The Natural State.

Focus: Finding adventure right where you are.

Child Development and Early Learning Standards: Social and Emotional Development; Cognitive Development; Physical Development and Health; Science and Technology; Language Development; Emergent Literacy; Social Studies

“Blueberry’s End of Summer Jamboree” Blueberry is hosting a talent show to lift up all the wonderfully creative and talented kids at camp.

Focus: Identifying your talent/self-esteem/helping others.

Child Development and Early Learning Standards: Social and Emotional Development; Cognitive Development; Creativity and Aesthetics; Language Development; Emergent Literacy; Social Studies

“This is so good. Great job Arkansas PBS. Move over ‘Sesame Street.’”
D. Wingfield, Facebook viewer
“I just watched “Blueberry's Clubhouse” with the kids, and it's INCREDIBLE!!! The set looks fantastic – so bright and detailed! The acting and puppeteering is phenomenal! I am just so impressed. AND my kids LOVED it – all of them. ... a great economic booster for the local community. I am humbled and honored to have been a part of planting this seed as well. Y'all have created something for Arkansas to be proud of. Such good work, friends!”

April Gentry-Sutterfield, Director, Arts Integration Services
Our partners were the key ingredients that allowed us to provide kids a true virtual Arkansas summer camp experience right from their own homes. The Arkansas Arts Center introduced us to Blueberry and created a magical world for her and her friends where kids could learn, feel safe and be entertained. Each of our partners contributed in unique ways, critical to sharing the sights and stories of our state for all families to enjoy.

Arkansas Arts Center Children’s Theatre

Al “Papa Rap” Lopez
Apple Seeds Teaching Farm
Arkansas Regional Innovation Hub at Winrock International
Arkansas State Parks
Central Arkansas Library System’s Hillary Rodham Clinton Children’s Library & Learning Center
“Exploring Arkansas” host Chuck Dovish
Faulkner County Library
Historic Arkansas Museum, a museum of the Arkansas Department of Heritage
Little Rock Zoo
mömandpöp music
Museum of Discovery
University of Arkansas for Medical Sciences STAR Program
Zig Zag – A Place to Make

“Communication, professionalism, artistry, thoughtfulness, consideration, and vision are just a few reasons why the Arkansas Arts Center loves this partnership. The team at Arkansas PBS is top notch. 10/10, 5 stars, would recommend! Our shared goal to have a positive impact on the lives of young Arkansans across the state through the arts has forged a great bond.

My favorite part of being involved in this project has been the new friendships and partnerships to evolve. Creating art together has made our community stronger and in turn has made Arkansas stronger.

We continue to get super positive feedback about the show and partnership. So incredibly proud and grateful to be working with you!”

Katie Campbell, director, Children’s Theatre and Performing Arts, Arkansas Arts Center

“We love Blueberry’s Clubhouse and especially love Mary Spears Polk! What a great episode at the Faulkner County Urban Farm Project.”

Curricula Concepts, Facebook

“We love Blueberry’s Clubhouse and especially love Mary Spears Polk! What a great episode at the Faulkner County Urban Farm Project.”

Curricula Concepts, Facebook

“Garnet loved watching Apple Seeds and seeing them in the garden. She loves to cook and wanted to make what they made!”

Tarra Simmons, viewer, Mountain Home

“Piper loved Papa Rap! He is so talented and is such a joyful soul!”

J. Wallace, Facebook viewer

“I can’t believe how beautifully this all came together, what amazing artistry! So special! We are so grateful.”

mömandpöp music

“I am TOTALLY fascinated with the Museum of Discovery segment.”

Dr. Chris Jones, Innovation Hub partner
Arkansas PBS was established more than 50 years ago as an essential educational resource for Arkansans statewide.

For more than 15 years, PBS KIDS is the #1 Children's Educational Media Brand. (M&RR 2020 survey)

Arkansas PBS is #2 in PBS LearningMedia engagement (March 2020)

Arkansas PBS provides free national and local content to classrooms through Arkansas PBS LearningMedia, as well as teacher training and professional development through the ArkansasIDEAS professional development portal, which currently serves 60,000 users throughout the state.

“I introduced my almost 3-year-old to Blueberry’s Clubhouse Friday evening ... after watching both episodes, she was waking me up at 6:30 Saturday morning begging to watch it again. It’s been on repeat in our house all weekend (at least 10 times per episode), and I keep catching myself singing ‘All in this together.’ Thanks for the new favorite show!”

T. Head, Conway