

# KIDS FIRST! Ratings Guide

**3 Stars ★★ ★ Indicates that** it's exceptional in more than one way.

- It appeals to a broad audience.
- It easily meets or exceeds the KIDS FIRST! baseline criteria.
- The pace is perfect. .
- The story, game, how-to, or lesson is clear and interesting.
- There is cultural diversity.
- Most characters are unique individuals, not stereotypes.
- The sets, animation, music, costumes are exceptional quality.
- It encourages kids to learn more about something
- It encourages kids to understand others who are different.
- It introduces people, cultures, arts, or sciences in an engaging way.
- It makes kids think, reason, or explore.

**2 Stars ★★ Indicates that** it's pretty good but not exceptional

- It appeals to a broad audience.
- It meets or exceeds the KIDS FIRST! baseline criteria.
- The pace is fine.
- The story, game, how-to, or lesson is clear and interesting.
- There is cultural diversity.
- Most characters are unique individuals, not stereotypes.
- The sets, animation, music, costumes are good quality.

**1 Star ★ Indicates** it's KIDS FIRST! endorsable

- It may appeal only to a narrow audience.
- It barely meets the KIDS FIRST! baseline criteria.
- The pace is either too fast or too slow.
- The story, game, how-to, or lesson is clear and interesting.
- It lacks cultural diversity.
- There are lots of stereotyped characters. stereotypes.
- The sets, animation, music, costumes are not a professional quality.