

JoJo's Dream Cart of SCAT fame soon to air on PBS



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Somerville -

After selling dreams to area kids for five years, Somerville's own JoJo will soon have her shows aired on PBS, thanks to recent interest in the TV show host who has been working out of SCAT for about five years.

An excited crew of 15 worked on special promos and shoots at the Union Square Somerville Community Access TV studio last Saturday along with a bunch of BU Ad Lab college kids getting credits to put together a TV commercial and for working on her website.

Joanne LaRiccia, 52, or JoJo, as she is better known, has been producing children's shows on SCAT for many years and was recently was nominated for a local Emmy.

"JoJo's Dreamcart" is a TV show filled with pearls of wisdom and positive advice interspersed with catchy songs and dances by the Somerville star and producer. This weekend, LaRiccia was shooting a promo for the Rhode Island station interested in the program.

"It was the best shoot ever," LaRicci said. "We were so organized. We set up the shoot from Wednesday to Saturday, but took only 59 minutes to breakdown."

LaRiccia recently gave 15 of her shows to PBS Rhode Island that plans to start airing them this fall. "I'm very happy. This is a great honor," the producer said. "It's small, but it's still PBS."

A Somerville resident since childhood, her interest in this career began at 11 when she started taking photos and ended up joining an adult course at MIT.

Now a well-known local producer, her show "JoJo's Dreamcart" teaches children values and has messages from adults as it explores diverse subjects from math, astronomy and nutrition to kung-fu, Indian dance and woodcarving.

"I tell kids, if you want something, we can give you a roadmap to get there if you work hard for it," she said.