Recognizing outstanding short-form kids' media with an official badge for quality and impact

The SENSICALSELECT™ Badge program recognizes high-quality, age-appropriate kids' content that delivers on the promise of safety and has the potential to spark curiosity, inspire learning and build self-esteem.

The badge is designated by Common Sense Networks—an established public benefit company fueled by decades of child development science and children’s media expertise—to short-form animation, live-action, and mixed-media videos, as well as podcasts.

With badge certification, shows that meet our stringent vetting criteria are:
- included, in whole or part, on the Sensical service—the only streaming service backed by Common Sense Media,
- added to a distinguished list of SENSICALSELECT™ members with access to exclusive opportunities, and
- awarded the distinguished SENSICALSELECT™ badge for display on videos, websites, and social media

About Our Badge Certification
When viewers see the SENSICALSELECT™ badge, they can trust that the content puts kids’ best interests first. All shows carrying the badge have been screened and approved by child development and media experts—not algorithms—who review every frame of every episode. Our rigorous process uses our proprietary rubric and SENSICALSPARK™ platform informed by more than 20 years of research and expertise and based on the most comprehensive child development research available.

Our badge certification and curation criteria includes the following dimensions:
- Age and developmental appropriateness
- Topics aligned with kids interests and passions
- Safety concerns such as violence and scariness, consumerism, drinking and drugs, sex, inappropriate language, and negative modeling
- Beneficial attributes such as learning and educational value, positive messages and role models, character strengths, and themes of diversity, equity and inclusion
- Overall quality and engagement

Apply to Become a SENSICALSELECT™ Creator and Badge Recipient
If you’re interested in becoming a SENSICALSELECT™ creator and learning more about the SENSICALSELECT™ Badge program, please fill out this form. For all other inquiries, please email our team at SENSICALSELECT@commonsensenetworks.com
Apply to become a part of this prestigious group

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