

Public Media's Ready to Learn Initiative:

**A Digital Learning Treasure Chest to
Link to a Statewide System of Early
Care and Education**



NAECS-SDE Annual Meeting
Phoenix, AZ
June 3, 2010

Susan Zelman, SVP, Chief
Advisor and System Consultant
for Education Policy

Mission of Ready To Learn

Use the power of public service media to help children ages 2-8, especially those from low-income families, learn to read.



A Comprehensive Approach

- Content
 - On Air
 - Online
 - On the Ground within communities
- Building Capacity
 - Professional Development
- Community Outreach
 - Leveraging Partnerships
- Research and Evaluation



Unprecedented Commitment to Literacy Content

- Super WHY!
- WordWorld
- Martha Speaks
- The Electric Company

And legacy programs:

- Sesame Street
- Between the Lions



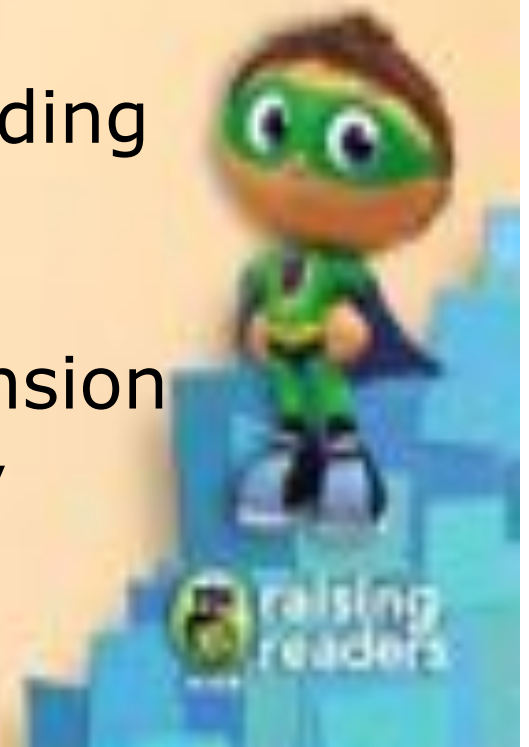
Super WHY! Background

Objective:

- To provide quality educational programming aimed at enhancing literacy skills for 3- to 6-year old children

Targeted Skills:

- Letter identification
- Word Decoding
- Phonemic Awareness
- Word Encoding
- Phonics
- Reading Comprehension
- Vocabulary
- Fluency



Super WHY! Clip





Island

Background

A web-base literacy destination for parents, teachers, caregivers, and children ages 2 to 5. (readytolearnreading.org)

- 30 reading games
- 8 literacy levels
- PBS KIDS characters from 4 shows (*Sesame Street*, *Between the Lions*, *Super WHY!*, *Word World*)

Island will expand to ages 6 to 8 in April 2010 with age-appropriate web activities featuring content from *The Electric Company* and *Martha Speaks*.



Child Progress Tracker

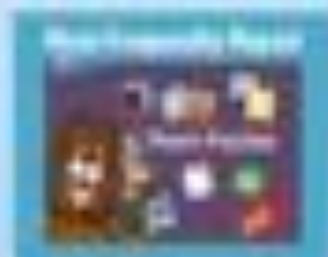
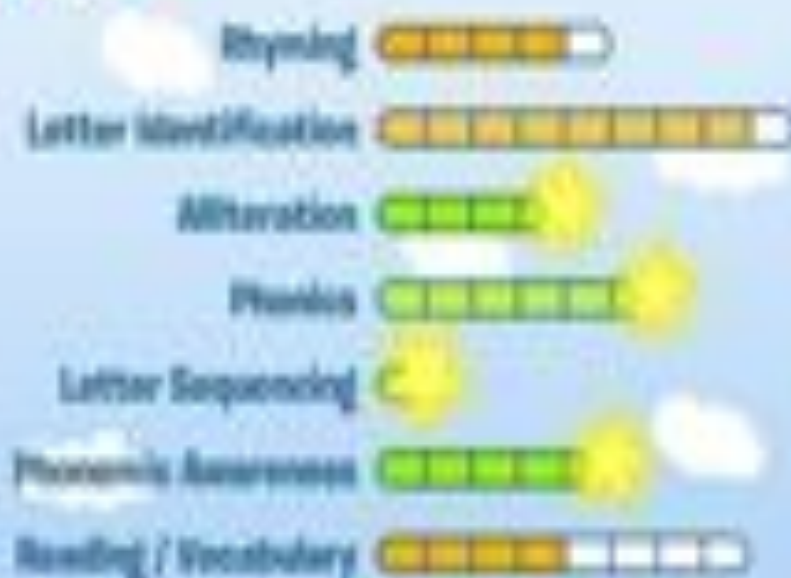
As your child plays PBS KIDS Island, she is practicing important literacy skills. The chart below shows what skills your child has performed with successfully completing certain games. By clicking the name of any skill you can go to a list of all the games that practice that skill.

Select Group: **All Groups**

Select Child: **Sarah**

Sarah's Progress

POINT



Model Demonstration Sites

- **Baltimore, MD**
- **Buffalo, NY**
- **Washington, DC**
- **Phoenix, AZ**
- **Tallahassee, FL**
- **Pensacola, FL**
- **State College, PA**
- **Nashville, TN**
- **Martin, TN**
- **Norfolk, VA**
- **San Francisco/Oakland, CA**
- **San Diego, CA**
- **San Antonio, TX**
- **Toledo, OH**
- **Mississippi**
- **Iowa**
- **Louisiana**
- **Alabama**
- **West Virginia**
- **Carbondale, IL**



Grover is blue. What rhymes with blue?




Turn anytime into rhyme time
and help raise a reader.

ReadyToLearnReading.org



Time Warner





¿Qué ves que empieza con la letra "B?"

Vuelva cualquier momento un rato de
aprendizaje y ayude a formar a un lector.

ReadyToLearnReading.org



**raising
readers**

Partnerships



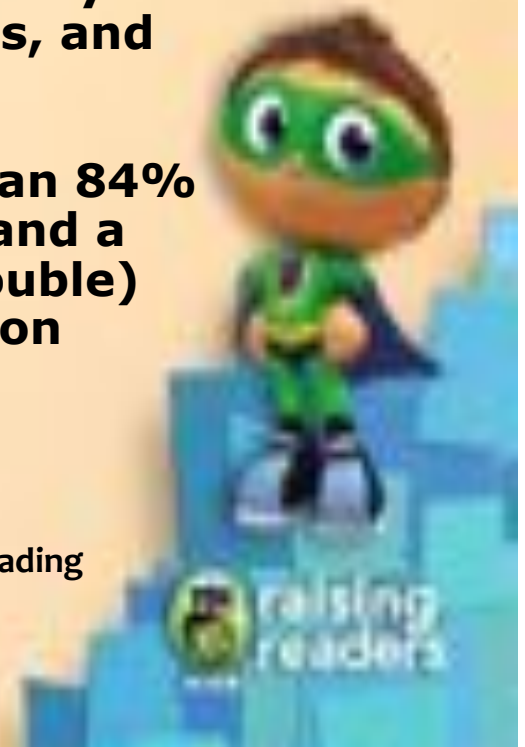
SUPER WHY Reading Camps



Campers showed gains in all of the literacy skills presented in the program, and developed proficiency in reading letters, sounds, and words.

Preschoolers showed an 84% gain in phonics skills and a 139% (more than double) gain in word recognition skills.

Florida State University Center for Reading Research



SUPER WHY Classroom Adventure



Teacher Training



Meeting the Needs of Educators

- Provide access to education and training that:
 - meets individual needs
 - is convenient and flexible
 - is reasonably priced
 - leads to certification, credentials & degrees
 - builds 21st Century skills

Raising Readers PBS TeacherLine Courses



- Raising Readers: Preparing Preschoolers for Success
- Raising Readers: Ready to Read and Write with Digital Media (Pre-K)
- Raising Readers: Ready to Spark Word Power! (Grades 1-3)



iPhone/Touch Apps






Interactive Whiteboard Games

Here is our collection of interactive educational games for educators on PBS KIDS. Students will enjoy participating in these collaborative, fun and engaging experiences, while exploring curriculum from studied programs such as Curious George, Super Why and Arthur. Like our programs, all of our games are age appropriate and reflect the education.



Show me games about: [Language Arts](#) [The Arts](#) [Math](#) [Social Science](#)

Language Arts

Game Title	Description	Level	Topics	CCSS
 PBS KIDS Island	On PBS KIDS Island you can track your students individual progress through reading.	PreK-1	Reading, Emergent literacy skills, Reading fluency, Comprehension	Early Reading



Ready To Learn Initiative: Summative Evaluation

Study Finds Educational Videos and Games Prepare Low-Income Preschoolers for Kindergarten

OCTOBER, 2019

Preschool children developed early reading skills when their teachers used videos and interactive games from public television shows in the classroom, according to a new study. The TV shows—*Sesame Street*, *Misterog the Lion*, and *Super Why!*—are produced by EDC as part of the “Ready to Learn” initiative, which creates educational programming and research activities.



In the study, 198 children in 98 preschool classes in low-income neighborhoods in New York and Los Angeles were taught with a special curriculum that included active-video viewing and hands-on play with letters, sounds, and books. Since most of the teachers had little prior training in literacy instruction or the use of digital media in the classroom, they were given coaching and support to help them conduct the curricula successfully.

This study is part of the Ready to Learn Initiative, which provides educational content programming and content creation for U.S. preschool children. EDC is a national nonprofit organization that works to ensure all children have the opportunity to succeed in school and in life. EDC is a national nonprofit organization that works to ensure all children have the opportunity to succeed in school and in life. EDC is a national nonprofit organization that works to ensure all children have the opportunity to succeed in school and in life. EDC is a national nonprofit organization that works to ensure all children have the opportunity to succeed in school and in life.

Exploring Partnership Opportunities

- How can we get these materials into daycare, Head Start, Pre-school, and public school?
- What do you need in order to use these materials effectively?
- How do we motivate parents to use these materials with their children?
- What else can we do in public service media to effectively teach the whole child?



The Future

- Every child is socially, emotionally, physically, and intellectually ready for school
- All families recognize that they are their children's primary teachers, and use public media on air, online, and in the community to interact with their children
- All early learning settings are prepared to support the learning development and school readiness of young children, and use media as a tool to accomplish this.

The Future

- All communities work to meet the needs of young children
- Federal, state, and local policies promote family-friendly workplaces and advocate for services related to physical and mental health and early learning of young children.

How do we get there?

- Elements of a system of early care and education
 - High quality settings
 - High quality professionals and workforce development
 - Governance and Accountability
 - Funding
 - Involved Families and an Informed Public
 - Evaluation
 - Linkages and Coordination

High Quality Settings

- RTL Statewide Planning Projects are aligning Ready To Learn public media resources to state standards for early care and education.
- Station web sites show connections to state standards
 - Iowa Public Television – www.iptv.org/education/rtl-statewide.cfm
 - Maryland Public Television - ThinkPort
 - KTWU/Topeka, KS – Searchable Database Coming Soon
 - Georgia Public Broadcasting – GPB and DECAL web sites

High Quality Professional & Workforce Development

- PBS TeacherLine Online Professional Development Courses
 - Raising Readers: Preparing Preschoolers for Success
 - Raising Readers: Ready to Read and Write with Digital Media
 - Raising Readers: Ready to Spark Word Power!
- Maryland Public Television's Thinkport
- Collaboration with 2-year community colleges – New York, California

Governance & Accountability

- State Early Childhood Education Advisory Councils: A voice on the council
 - Part of the Head Start Reauthorization
 - Iowa Public Television
 - WMHT (Troy, NY)
- Movement into Department of Education
 - Maryland
 - Ohio

Funding

- We must be our own advocates
- Multi-sector partnerships
- In order to access early care funds, we must work from inside the early childhood and public education system.
- Department of Education Budget
 - 3 Billion increase for programs under ESEA and additional 1 Billion if ESEA is reauthorized.

Funding – U.S. Department of Education

■ Supporting student success

- Promise Neighborhoods - 210 million
- Healthy Students - 410 million

- 21st Century Community
Centers - 1.2
Billion

Funding – U.S. Department of Education

Effective Teaching and Learning

- Literacy - 450 million
- STEM - 300 million
- Well-rounded - 265 million
 - Financial literacy, art and music, foreign languages and social studies

Funding – U.S. Department of Education

- Educating Diverse Learners
 - English learners
 - Students with disabilities
 - Rural education
 - Migrant
 - Homeless

- Innovation
 - Investing in Innovation – 500 Million
 - Race to the Top – 1.35 Billion

Involved Families, Informed Public

- Fred Rogers Center –
- Joan Ganz Cooney Center
- Pew Internet and American Life Project
- Kaiser Family Foundation
- Technology and family interaction studies.
 - The Joan Ganz Cooney Center's new report: Can Video Games Promote Intergenerational Play & Literacy Learning?
 - RTL Sesame Workshop Digital Intergenerational Literacy Game featuring The Electric Company

Advocate with Results

- EDC's 2009 Summative Evaluation of Ready To Learn.
 - Study Finds Professional Development Using Educational Videos and Games Prepare Low-Income Preschoolers for Kindergarten
 - Participating children outscored control children on four pre-literacy measures
 - Professional development for teachers – a required pre-requisite

Linkages & Coordination

- Families, schools, early learning
- Public service media needs to be part of the early care and education system at federal, state, and local levels.
- In order to close the digital divide, we must have a seat at the table, and use digital technology to be the disruptive force to close the digital and achievement gaps.