

READY TO LEAD IN LITERACY

Background. From its beginnings in 1995 through 2005, Ready To Learn grant funds provided for annual grants to participating stations—the average was \$35,000—to conduct early childhood learning workshops for parents and other caregivers. These workshops focused in several different directions but most often on letters, numbers, and reading, in addition to the social-emotional aspects of getting young kids ready for school. Station workshops and other activities involved local partners such as Head Start, local child care associations, and local schools. By all accounts—in particular those from community partners and station management--stations' community value grew because of this good work. In addition, many were able to leverage new funds for extended services of this kind.

In 2005, the US Department of Education released its guidelines for a new Ready To Learn competition. The new RTL focused exclusively on teaching the lowest-income kids aged 2-8 how to read. The RFP outlined a new outreach strategy that included targeted, local outreach to these kids and their families in only a few communities; it did *not* include the previous broad, local dissemination role for public television stations.

Ready To Lead in Literacy Grants. Stations had either enhanced or gained experience and local respect for their early childhood education work under the first two cycles of the Ready To Learn, and though CPB could never match USDOE levels of funding, it looked to find some kind of alternative to just turning off both funding and professional development support for this important work. After consultation with the system, CPB concluded that—while far from the perfect solution--a transition fund would allow stations to continue and refine this work in communities while building their capacity to cultivate new funding and local partnerships. It would also give stations an opportunity to strengthen their connections to local literacy efforts in order to take maximum advantage of the roll out of literacy-focused research, outreach materials, and content to be produced by the new RTL initiative.

CPB therefore proposed Ready to Lead in Literacy--a \$10 million, three-year, competitive funding initiative with five key elements for stations:

- prescribed carriage of PBS children's programming
- continuing activities with local partners
- professional development for station coordinators
- a station RTLL team led by the GM
- strategic presence in local literacy efforts.

Over the three years—2006-2009--CPB funds decrease as the station match increases.

Current Status at the End of Year One.

- Stations have formed or sustained inter-department station teams (programming, development, outreach, education, and management) to guide their RTLL work. Many stations reported that this was a new way of working, and they found it both a challenge and satisfying.

- All stations are sustaining their levels of community activity and impact, and many stations—54%--have increased these through new or expanded partnerships.
 - All stations have been able to sustain their match of CPB funds; the majority of stations--76%--have done this by securing outside funds and other project contributions.
 - In order to afford stations as much flexibility as possible, CPB has worked to create a lower-maintenance two-year contract that covers the remainder of the initiative.
 - Coordinators have participated in several professional development opportunities, and universally in the RTLL Fall Conference that took place in DC on October 19-21. Among other conference highlights, their work was praised by both Pat and Paula.
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RTLL Stations

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|---|-----------------|----|
| Alabama Public Television | Birmingham | AL |
| Arkansas Educational Television Network | Conway | AR |
| Blue Ridge Public Television | Roanoke | VA |
| Connecticut Public Television | Hartford | CT |
| Detroit Public Television WTVS | Detroit | MI |
| Georgia Public Broadcasting | Atlanta | GA |
| Idaho PTV | Boise | ID |
| Iowa Public Television | Johnston | IA |
| KACV | Amarillo | TX |
| KAET | Tempe | AZ |
| KAKM | Anchorage | AK |
| KAMU | College Station | TX |
| KBYU | Provo | UT |
| KCET | Los Angeles | CA |
| KCPT | Kansas City | MO |
| KEDT | Corpus Christi | TX |
| KEET | Eureka | CA |
| KENW | Portales | NM |
| KERA | Dallas | TX |
| KET | Lexington | KY |
| KETC | St. Louis | MO |
| KIXE | Chico | CA |
| KLRN | San Antonio | TX |
| KLRU | Austin | TX |
| KLVX | Las Vegas | NV |
| KMBH | Harlingen | TX |
| KMOS | Warrensburg | MO |
| KNME | Albuquerque | NM |
| KNPB | Reno | NV |
| KPBS | San Diego | CA |
| KPTS | Wichita | KS |
| KQED | San Francisco | CA |
| KSMQ | Austin | MN |

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| KSPS | Spokane | WA |
| KTEH | San Jose | CA |
| KTOO | Juneau | AK |
| KTWU | Topeka | KS |
| KTXT | Lubbock | TX |
| KUAT | Tucson | AZ |
| KUED | Salt Lake City | UT |
| KVIE | Sacramento | CA |
| KVPT Valley Public Television | Fresno | CA |
| KWBU | Waco | TX |
| Lakeland Public Television | Bemidji | MN |
| Louisiana Public Television (LPB) | Baton Rouge | LA |
| Maryland Public Television | Owings Mills | MD |
| Michigan Television WFUM | Flint | MI |
| Mountain Lake PBS | Plattsburgh | NY |
| New Hampshire Public Television | Durham | NH |
| NJN Public Television | Trenton | NJ |
| OETA | Oklahoma City | OK |
| Oregon Public Broadcasting | Portland | OR |
| Ozarks Public Television KOZK | Springfield | MO |
| Pioneer Public Television | Appleton | MN |
| Prairie Public Broadcasting | Fargo | ND |
| Rocky Mountain PBS | Denver | CO |
| Smoky Hills Public Television | Bunker Hill | KS |
| South Carolina ETV Network | Columbia | SC |
| South Dakota Public Broadcasting | Vermillion | SD |
| Southern Oregon Public Television/KSYS | Medford | OR |
| Think TV (WPTD/WPTO) | Dayton | OH |
| Thirteen/WNET | New York | NY |
| UNC-TV | Research Triangle Park | NC |
| Vermont Public Television | Colchester | VT |
| WBGU-PBS | Bowling Green | OH |
| WCET | Cincinnati | OH |
| WCEU | Daytona Beach | FL |
| WCMU | Mt. Pleasant | MI |
| WCNY | Liverpool | NY |
| WCTE | Cookeville | TN |
| WCVB Richmond PBS | Richmond | VA |
| WDSE | Duluth | MN |
| WEDU | Tampa | FL |
| WEIU | Charleston | IL |
| West Virginia Public Broadcasting | Morgantown | WV |
| WETA | Arlington | VA |
| WFSU | Tallahassee | FL |
| WFWA | Fort Wayne | IN |
| WFYI | Indianapolis | IN |
| WGBH | Boston | MA |
| WGBY | Springfield | MA |

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| WGTE | Toledo | OH |
| WHRO | Norfolk | VA |
| WHYY | Philadelphia | PA |
| WILL | Urbana | IL |
| WIPR | San Juan | PR |
| Wisconsin Public Television | Madison | WI |
| WITF | Harrisburg | PA |
| WJCT | Jacksonville | FL |
| WKAR | East Lansing | MI |
| WKNO | Memphis | TN |
| WLJT-TV | Martin | TN |
| WLRN | Miami | FL |
| WLVT | Bethlehem | PA |
| WMEC/WQEC/WSEC | Chatham | IL |
| WMHT | Troy | NY |
| WMTJ | San Juan | PR |
| WNED | Buffalo | NY |
| WNEO/WEAO | Kent | OH |
| WNIN | Evansville | IN |
| WNIT | Elkhart | IN |
| WNPT | Nashville | TN |
| WOSU | Columbus | OH |
| WPBS | Watertown | NY |
| WQED | Pittsburgh | PA |
| WQLN | Erie | PA |
| WQPT Quad Cities PBS | Moline | IL |
| WSIU | Carbondale | IL |
| WSKG | Vestal | NY |
| WSRE Public Television | Pensacola | FL |
| WTIU | Bloomington | IN |
| WTTW | Chicago | IL |
| WTVI | Charlotte | NC |
| WTVP | Peoria | IL |
| WUFT | Gainesville | FL |
| WVIZ/PBS ideastream | Cleveland | OH |
| WVPT | Harrisonburg | VA |
| WXEL | Boynton Beach | FL |
| WXXI | Rochester | NY |
| WYES | New Orleans | LA |
| WYIN | Merrillville | IN |
| Wyoming Public Television WPTV | Riverton | WY |