

The Ready To Learn initiative is an innovative cooperative agreement which began in 1995 between the Department of Education, the Corporation for Public Broadcasting, PBS, and public television stations across the country.

From 1995 through 2005, The Ready To Learn initiative focused on preparing young children to start school ready to learn—using media content and community workshops to enhance their cognitive and social emotional skills. By the end of 2005, 144 public television stations were participating stations, developing community partnerships and providing learning activities for young kids, their parents, and caregivers.

In its current grant cycle, through 2010, The Ready To Learn initiative has shifted its focus specifically to improve reading skills for children of low income families, ages 2-8. Funded by the U.S. Department of Education, two programming awards were given:

- CPB/PBS
- WTTW-Chicago

A sole outreach grant was awarded to CPB/PBS, to boost awareness of the PBS KIDS Ready To Learn research-based content, engaging communities in 20 target markets over five years. The first five markets involve stations in

- Baltimore, MD
- Jackson, MS
- Oakland, CA
- San Antonio, TX
- Toledo, OH

The next five markets will be announced in [January 2007](#).



Ready To Learn.

CPB and PBS have brought together a coalition of television producers, content developers, and education experts to create an approach called “Literacy 360”, which will surround children with opportunities to read and engage parents, teachers and communities in the effort. Four new, and two existing research-based shows are working together to cover the essential components needed to help kids learn to read. This content will be delivered on PBS local stations throughout the country, and through an array of interactive media platforms.

The CPB/PBS collaboration brings a strong group of partners with established expertise to the project:

| CPB/PBS RTL 2005-2010 | WTTW RTL 2005-2010 |
|---|--|
| <p>Content</p> <p><u>Out of the Blue Enterprises</u></p> <ul style="list-style-type: none"> • SUPER WHY - Fall 2007 <p><u>Sesame Workshop</u></p> <ul style="list-style-type: none"> • Sesame Street - existing content • The New Electric Company - 2008 • Supplemental Research Outreach - 2007 <p><u>WGBH</u></p> <ul style="list-style-type: none"> • Between the Lions - existing content • Martha Speaks - Fall 2008 | <p>Content</p> <p><u>Word World</u></p> <ul style="list-style-type: none"> • Word World - Fall 2007 <p><u>Upcoming Content - 2008-2009</u></p> <ul style="list-style-type: none"> • Everyday Alphabet • R U There • To Be Announced |
| <p>Research and Evaluation</p> <ul style="list-style-type: none"> • University of Michigan Susan Neuman - Reading Research • University of Pennsylvania Deborah Linebarger - Media Research • Center for Children and Technology Summative Evaluation | <p>Research and Evaluation</p> <p>The Michael Cohen Group LLC</p> <p>Michael Cohen - Research Design and Summative Evaluation</p> |
| <p>Outreach: PBS - Content Management, Online Professional Development, Awareness and Marketing; AIR, American Institutes for Research - Social Marketing and Communication Research</p> | |

Stations involved in The Ready To Learn initiative are active partners with this research-based effort. In reaching out with other community entities to effectively help children from low-income families learn to read, they will be essential partners in field testing new outreach strategies using public broadcasting media on multi-platforms. Social marketing efforts within The Ready To Learn initiative will allow stations to target and identify low-income families at the neighborhood level.

The entire public broadcasting community benefits from this “Think Tank” approach to The Ready To Learn initiative. All stations will receive:

- Content and outreach materials developed for The Ready To Learn initiative;
- New models for delivery of public broadcasting media on multiple platforms tested within target markets; and
- Social marketing research and new models for leveraging partnerships and reaching new public broadcasting audiences.