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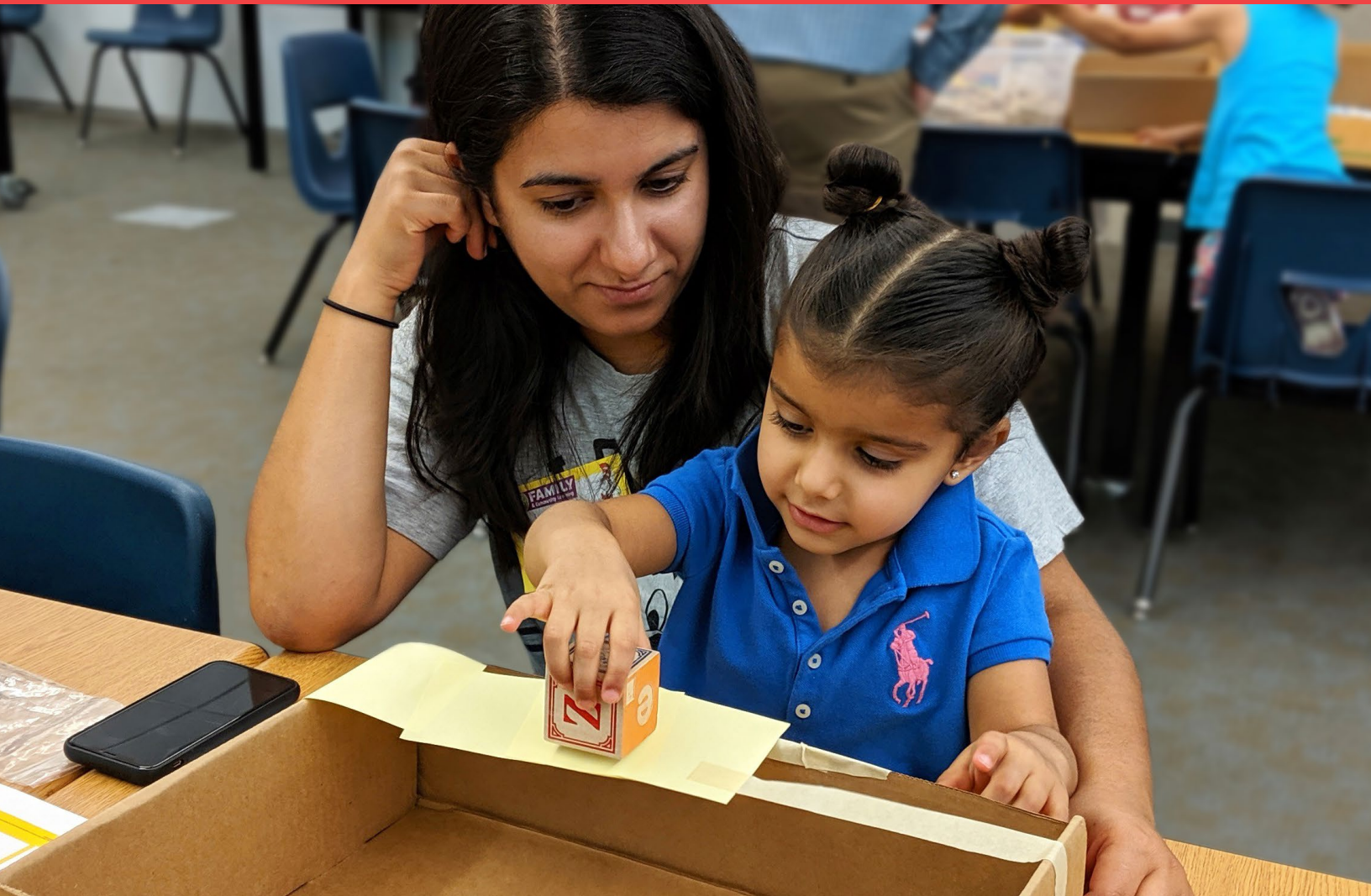


Photo courtesy of Vegas PBS – Las Vegas, NV

# The Ready To Learn Initiative

2021-2022 PROJECT UPDATE

**LEARN TOGETHER:  
CONNECTING CHILDREN'S MEDIA & LEARNING ENVIRONMENTS  
TO BUILD KEY SKILLS FOR SUCCESS**

# Meeting a Need

Every child deserves to thrive. Access to educational resources and tools in the early years of life is critical to children's long-term well-being and success. Yet, for many children, access to these resources is limited.<sup>1</sup>

Through a 2020-2025 Ready To Learn grant, CPB and PBS continue to build on the initiative's [30-year legacy](#) to meet the needs of our nation's children, especially those from low-income communities, by providing research-driven content and tools to help them succeed in school, work and life. These resources support intergenerational learning and skill development for children in literacy, critical thinking and collaborative problem-solving, while providing opportunities to explore world of work knowledge and skills in age-appropriate ways.



Photo courtesy of PBS SoCal | KCET – Los Angeles, CA

CPB and PBS are collaborating with experts in early learning, leading children's media producers, parents and educators to create engaging and educational PBS KIDS content, including:

- TV and video streaming series
- digital games
- podcasts
- resources to support family learning at home, in virtual spaces and in communities



Photo courtesy of GPB – Atlanta, GA



Photo courtesy of Wisconsin PBS – Madison, WI

**PBS stations are working with local partners to transform local communities into thriving Learning Neighborhoods that support children's education and growth.**

## What is a Learning Neighborhood?

Learning Neighborhoods are an innovative model of community engagement, led by a local PBS station and community partners who understand the assets and needs of their local neighborhoods. These stations and local organizations share a goal of fostering a community-wide culture that empowers children and the adults who care for them to learn anytime, anywhere. Learning Neighborhoods provide access to a comprehensive set of touchpoints, content and learning resources to encourage the sustained use and impact of the Ready To Learn Initiative.

1. Source: Anne E. Casey Kids Count Data Center, Children Ages 3-4 Not Attending Preschool (2019)





### ALASKA PUBLIC MEDIA – ANCHORAGE, AK

AKPM is convening a Parent Ambassador Council to engage families in intergenerational learning with PBS KIDS resources, adapting “I Know I Can” and “Kids2College” campaigns created by the Alaska Commission on Postsecondary Education.

**Featured Partners:** United Way, Anchorage School District



### PBS WISCONSIN – MADISON, WI

The PBS Wisconsin Learning Neighborhood is creating culturally responsive spaces to facilitate community connection, honor families’ knowledge, and build the confidence of parents and caregivers to support their children’s learning in literacy and career exploration.

**Featured Partners:** Beloit Public Library, Community Action, Inc.



### DETROIT PUBLIC TELEVISION – DETROIT, MI

DPTV is partnering in Eastside's Learning Neighborhood to connect resources, activities and partners to meet the needs of families and promote school readiness.

**Featured Partners:** Local Head Start providers, Brilliant Detroit

### WQED – PITTSBURGH, PA

WQED is sustaining the Washington County Learning Neighborhood by increasing the capacity of educators, librarians and community partners to deepen family engagement, featuring intergenerational learning.

**Featured Partners:** City Mission, Blueprints

### WNET – NEW YORK, NY

WNET’s Brownsville Learning Neighborhood is engaging families and caregivers as co-designers in bringing playful learning to everyday spaces and expanding access to fun learning resources for all Brownsville families.

**Featured Partners:** United for Brownsville, Community School District 23



### VEGAS PBS – LAS VEGAS, NV

Vegas PBS is building a Learning Neighborhood with local partners by expanding and empowering the Family, Friend and Neighbors (FFN) network of providers to engage parents and caregivers in at-home learning. Through coordinated efforts among partners, Vegas PBS provides more learning opportunities and spaces for FFNs to connect with each other within close proximity to their homes, lessening isolation and transportation barriers.

**Featured Partners:** United Way of Southern Nevada, Las Vegas Urban League (LVUL)



### PBS SOCAL | KCET – LOS ANGELES, CA

Grounded in listening and honoring history and culture in the East Los Angeles community, PBS SoCal and local partners are engaging parents and caregivers in the co-design of family engagement experiences to support the Learning Neighborhood.

**Featured Partners:** Plaza La Roca Verde, D.A.D Project

### AUSTIN PBS – AUSTIN, TX

Austin PBS supports the community with partners through out-of-school programs in the Greater Austin region. They are engaging in intergenerational learning activities around school readiness, with an emphasis on functional literacy and computational thinking.

**Featured Partners:** Friends of the Children Austin, Bookspring

### ALABAMA PUBLIC TELEVISION – BIRMINGHAM, AL

APT regularly convenes families through a literacy program, while co-designing learning engagement activities that highlight the Ready To Learn Initiative’s grant goals with partners, families, and caregivers.

**Featured Partners:** Parnell Public Library, Literacy Council of Central Alabama

### WFSU – TALLAHASSEE, FL

WFSU is building a “WFSU Virtual Village,” a digital map that features local partner and business “storefronts.” Through this site, families will co-view and engage with PBS KIDS digital content and interactive learning modules. This will target the 32304 zip code and the Tallahassee Chamber of Commerce Classroom Connection Initiative.

**Featured Partners:** Tallahassee Chamber of Commerce, Florida Center for Reading Research (FCRR)



### MARYLAND PUBLIC TELEVISION – OWINGS MILLS, MD

Through an established partnership with Judy Centers across the state, MPT is expanding its reach to family childcare providers, children and their parents, helping to bridge the home-school connection with PBS KIDS content.

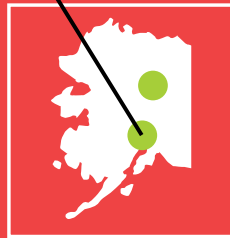
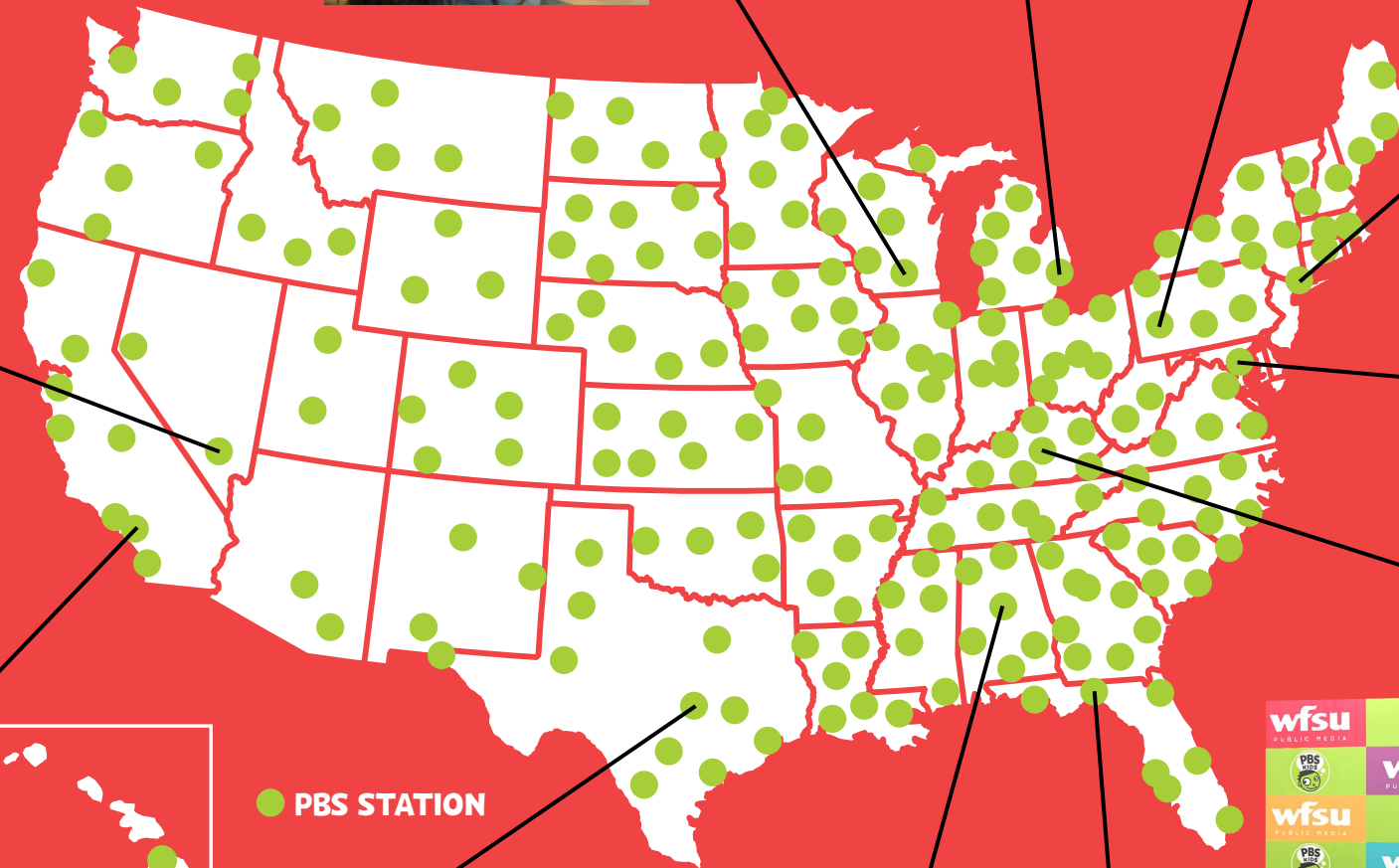
**Featured Partners:** Judith P. Hoyer Early Child Care and Family Education Centers (Judy Centers)



### KENTUCKY EDUCATIONAL TELEVISION – LEXINGTON, KY

KET is expanding educator training and family engagement activities to encourage growth and learning for children and their families in the rural region of Pulaski County/Somerset and the urban region of Kenton County/Covington.

**Featured Partners:** Kentucky Department of Libraries and Archives, Family Resource and Youth Service Centers





# Expanding Reach

As of October 1, 2021, ten additional public media stations joined the network of [Learning Neighborhoods](#):

- Arkansas PBS
- Georgia Public Broadcasting
- Ball State PBS (Muncie, IN)
- Nine PBS (St. Louis, MO)
- WXXI (Rochester, NY)
- PBS39 (Lehigh Valley, PA)
- Rhode Island PBS
- East Tennessee PBS (Knoxville, TN)
- KERA (Dallas, TX)
- KSPS (Spokane, WA)



Photo courtesy of PBS39 – Lehigh Valley, PA

Additional communities\* will be added in the coming years of the CPB-PBS Ready To Learn Initiative, with a goal of implementing 40 Learning Neighborhoods in total.

## National Partners

Learning Neighborhood stations are connected with national partners and their local affiliates to support children's learning. [Parents as Teachers National Center](#) (PAT), [National Association for the Education of Young Children](#) (NAEYC), and the [U.S. Chamber of Commerce Foundation](#) share expertise in family engagement, early childhood education and world of work skills, which are vital to the project's success in local communities.



Parents as Teachers.

**naeyc**<sup>®</sup>



U.S. Chamber of Commerce Foundation

In addition, [PRX](#), a non-profit media company specializing in audio journalism and storytelling, will support original podcast series producers in the generation of new content under this grant. PRX will also support select Learning Neighborhood stations in developing their own capacities to create podcast series.



For more information on the CPB-PBS Ready To Learn Initiative, please visit: [pbslearningmedia.org/readytolearn](https://pbslearningmedia.org/readytolearn)

\*contingent upon future funding

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