

KNPB Ready To Learn Description (long version)

The following language serves as a departure point for donor proposals seeking funding for KNPB Ready to Learn Services. We always customize this case material as needed to meet the needs of an organization or donor.

KNPB launched its *Ready To Learn* service for children and families in northern Nevada and northeastern California in January 1997. The service was created especially for families and childcare providers to help those who care for young children to encourage the child's natural curiosity and love of learning.

In recent years, the focus of *Ready To Learn* has been early language development and literacy. To that end, new public television series for children targeted teaching pre-reading skills, vocabulary building, and love of books. These include *Word World*, *Super Why*, *Word Girl*, and *Martha Speaks*, new this year. Recognizing that literacy extends beyond reading to math and science, this year's new series *Sid the Science Kid* encourages children to follow their curiosity about the world around them, developing discovery skills necessary for success in science.

Channel 5's *Ready To Learn* Service includes:

- Weekly broadcast of 51 hours of quality children's educational programs, designed for children ages 2 to 11;
- Educational content broadcast between the programs that deliver non-commercial, messages to help children build the skills they need to become successful learners;
- A series of free workshops for families, teachers, parents and care givers, focusing on intelligent television viewing and effective use of television as an educational resource to extend learning through books and activities. Workshops are based on many of the PBS children's programs, including *Sesame Street*, *Dragon Tales*, *Arthur*, *Clifford*, *Caillou*, *Between The Lions*, *Maya and Miguel*, *Cyberchase*, *Fetch!*, *Curious George*, *Super Why*, *Word World*, and *Word Girl*.
- Approximately 50 community-based workshops annually, presented to parents and caregivers, in both English and Spanish;
- Broadcast of parenting series including *A Place of Our Own* and *Keeping Kids Healthy*;
- Media rich web activities published on www.knpb.org and linking to many interactive websites for children's activities;

- Distribution of over 3,000 free books per year to children who may not otherwise have them.

[funder's name] will be acknowledged as a funder in all print and on-air promotion of these activities.

KNPB Ready To Learn Description (brief versions)

The following shorter forms are frequently included in a menu of projects to funders who ask for choices. We don't always include the budget impact of the project, but sometimes that is valuable information for a potential funder. It's important to remember that we always customize the language to address the potential funder.

Ready To Learn

Using the 50 hours of educational children's programming broadcast each week as content, Ready To Learn support services include free workshops for parents and other caregivers, free books to children who might otherwise not own a book, and various other community activities focused on reading and media literacy. A partnership with UNR Extension Services offers *Family Storyteller* workshops to teach parents of pre-schoolers the importance of reading to their children, as well as skills for inspiring language development as their children's first teachers. The Ready To Learn service also provides content and workshops to other early childhood education projects including Head Start, Even Start, and the Washoe County School District's new Virtual Pre-K Project.

Annual budget impact: \$82,866.

Ready To Learn

KNPB is requesting [\$\$\$??] to support the station costs of education and community outreach activities that extend the value of public television programming beyond broadcast. Every year KNPB education and outreach staff provide a variety of program support services offered free of charge to members of the communities in our broadcast area. These reach people of all ages and many interests. *Ready To Learn* and *Family Storyteller* workshops teach parents how to connect television viewing to reading and community activities. PBS *TeacherLine* offers educators online graduate level professional development courses, helping our local teachers to become "highly qualified." And national program series like *Frontline* and *P.O.V.* provide excellent content for discussion groups and our monthly *OpenLine* call-in program. When funding is available, we apply for outreach grants offered by program producers, but these grants rarely cover all costs of our projects. Your financial support will provide the funding stability to ensure that our education and outreach plans are designed to address local issues and meet local community needs.

Your support contributes to the great local/national partnership that makes up the public television community.

Funding request: [*\$\$ request and funder's name*] will be acknowledged as a funder in all print and on-air promotion of these activities, including marketing flyers sent to 6,500 teachers in districts across northern Nevada and eastern California, TeacherLine and NETL CDroms, articles in Take 5, and on related pages on www.knpb.org.

KNPB Ready To Learn Needs Statement (adapted for proposals as needed)

Need: Need for all education and outreach services is assessed with the help of community partners involved in the designated content area. These include school districts in Washoe and 9 other northern Nevada Counties; early childhood education organizations such as Head Start and Even Start; professional development specialists in formal education settings; UNR and TMCC; the Nevada Department of Education technology and curriculum services; libraries, museums and arts organizations; and some 32 health organizations including hospitals, health insurance providers, UNR's School of Medicine, Sanford Center for Aging, and medical professionals. Advisory committees are convened to help us ascertain need and develop programs for each of the above areas. Our most recent needs research reveals need for the following:

- Early language and literacy education for parents and caregivers of pre-school children;
- Professional development for teachers to achieve "highly qualified" status;
- Professional community-building for educators and learners;
- Opportunities for people to discuss issues important to them.