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Workshop Sponsorship

*“...it is worthwhile to see the enthusiasm in the parents about spending quality time with their children to learn in a fun way,” RTL trainer.*

**Nurture the Present, Change the Future:**

By caring for children and focusing on helping them grow, we change the future in a positive and meaningful way. Young children need us to be there for them as role models, friends and educators. Children depend on adults to help them experience, learn and grow. A caring community nurtures its families and supports its citizen; be a part of that community by supporting WJCT's *Ready To Learn* Workshops.

**What is *Ready To Learn*?**

PBS *Ready To Learn* is public television's contribution toward our nation's most urgent educational goal ensuring that all children begin school *Ready To Learn*.

PBS *Ready To Learn* programming helps encourage a child's natural curiosity and love of learning. *Ready To Learn* is a treasure chest of early learning tools: the children's morning and afternoon broadcast on PBS, local workshops, partnerships with community organizations and free educational materials – such as newsletters, children's books and learning activities. Together, these exciting tools can help caregivers, parents, and teachers help their children start school “ready to learn.”

The core of *Ready To Learn* is a full day of non-violent, safe, commercial-free, educational children's television programming broadcast free of charge to every American household. This daily broadcast includes some of the most popular, award winning and engaging programming available today: *Arthur*, *Dragon Tales*, *Clifford*, *Between the Lions* and *Sesame Street*.

**What is a *Ready To Learn* Workshop?**

*Ready To Learn* workshops give parents and caregivers tools they need to enrich their children's reading and writing skills through specific guidelines, examples, and other educational tools and incorporates the *Ready To Learn* Learning Triangle--Read, View, Do. The workshops are designed to educate parents to realize that their involvement counts and makes a huge difference in the learning lives of their children. The guidelines are simple, constructive, and empowering. There are ways parents can get involved and WJCT's *Ready to Learn* Workshops show parents the way.

WJCT will conduct 10 monthly community outreach workshops at a selected elementary school, public library or child care facility. Books are given to parents when they attend the monthly workshops to take home and read to their children. This allows a child to receive 10 books per year to build a home library if the parent attends all the workshops at their child's school.

*“I used the RTL strategies and materials to help my son catch up with the rest of his class,” elementary school parent.*

**Since 2001...**

- ✓ 946 *Ready To Learn* workshops have been conducted in schools and childcare centers in many of Jacksonville’s at-risk neighborhoods.
- ✓ 8,747 parents and caregivers have participated in WJCT *Ready To Learn* workshops.
- ✓ 25,302 children have been reached through parental and caregiver participation.
- ✓ 26,000 free books have been distributed to the children of workshop participants.

**Ready To Learn Workshop Sponsor Benefits:**

- Sponsor receives 88 :15 second WJCT television credits:  
44 credits in rotation during *Ready To Learn* programming Monday through Sunday  
44 credits in rotation during primetime programming Monday through Sunday
- Sponsor receives name recognition in 44 :15 second WJCT television credits:  
22 credits in rotation during *Ready To Learn* programming Monday through Sunday  
22 credits in rotation during primetime programming Monday through Sunday
- Sponsor receives name recognition in 22 *Ready To Learn* thank you credits Monday-Sunday on 89.9 FM.
- Sponsor recognized in print materials, eNewsletter and flyers passed out to teachers and parents at workshops, events, etc.
- Sponsor recognized on WJCT's *Ready To Learn* web page.

**Cost of Sponsorship: \$5,000**



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