

# EARLY EDUCATION

families

Nine's early learning initiative honors the time and space for families to play and learn together.



# Regional Realities

Significant numbers of kids in our region are not enrolled in and lack access to quality early learning programs.



**missouri**  
children

IN STL CITY

**49%** of third graders

**FAILED THE STATE READING ASSESSMENT**

DESE 2019



**54%**

**OF YOUNG CHILDREN ARE NOT IN SCHOOL**



**illinois**  
children

IN ST. CLAIR COUNTY, ILLINOIS

**67.5%** of third graders

**DID NOT MEET EXPECTATIONS IN ENGLISH LANGUAGE ARTS, SY 2016-2017**

ERIKSON INSTITUTE 2019



**45%**

**OF YOUNG CHILDREN ARE NOT IN SCHOOL**

# Nine's Early Learning Goals

To connect partners and childcare providers with PBS KIDS® resources, opportunities, and information to promote early learning in our youngest and most vulnerable learners.

## Nine's early learning work in the community aspires to:



Increase **kindergarten** readiness



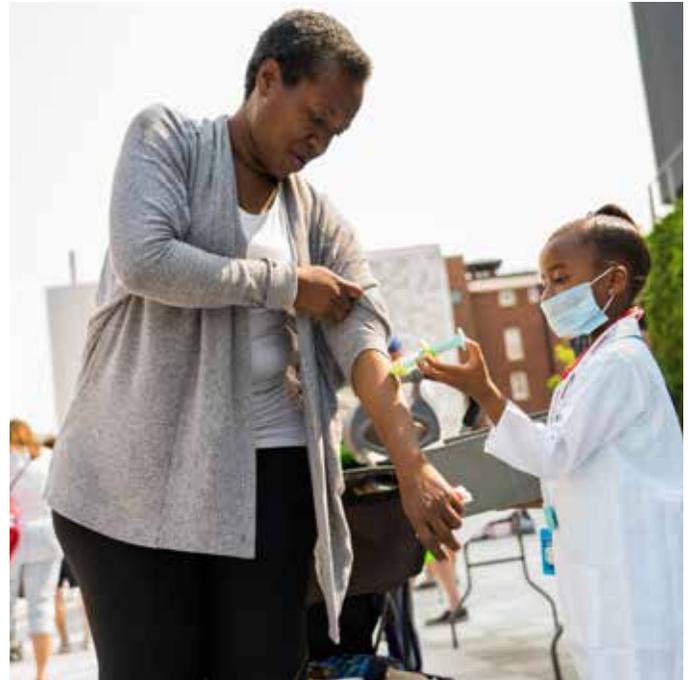
Decrease the **digital divide**



Increase the **quality of** childcare and education



Increase **family** connections



## We work with families in these community settings:

- **Public Libraries**
- **Under-Resourced Home-Visit Programs**
- **Crisis Centers**
- **Public Housing**
- **Under-Resourced School Districts**

## Family Resources

Nine Network creates free shared experiences and trusted resources that bring our community together.



### ○ Nine PBS

The curriculum-based PBS KIDS content is unique in the children's media landscape. It exists to excite children, parents, and caregivers about the wonder and possibilities of learning and, ultimately, to help children realize their fullest potential. Nine PBS KIDS is the only free, over-the-air 24/7 television service for young children in our region. The broadcast and online service ensure high-quality, educationally based programming is available to every child, anytime and anywhere.



**Watch Now!**  
Over the Air: 9.2  
Spectrum Digital Cable: 710

### ○ Local Stories

Nine Network produces a range of content that informs the public discussion around children. From pre-taped forums to on-air vignettes and digital stories, Nine's local content illuminates the opportunities and challenges for our youngest and most vulnerable learners.

### ○ Family and Community Learning

Nine Network engages with families with kids ages 2-8 with Family and Community Learning sessions. The sessions take place once a week for 4 weeks. Over the course of the month, families come together in a community-based setting (library, school cafeteria, apartment complex community room, etc.) for 2 hours, explore a theme, investigate through hands-on project-based learning, read together and share their learning experiences.

### ○ Educator and Caregiver Toolkit

Nine has curated its vast library of PBS content and resources into an online toolkit so that educators and caregivers have easy access to content to serve students while schools are shutdown during the COVID-19 pandemic. The toolkit has broadcast, online, and mobile resources, as well as learning tools and tips. It includes a broadcast and streaming schedule of kids' programs available by targeted ages, learning goals, air times, and links to PBS KIDS apps.



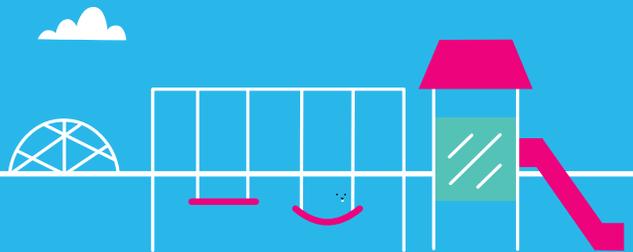
## On-Air PBS KIDS Reaches



# 85%

## OF LOW-INCOME HOMES

NIELSEN NPOWER, 9/25/2017–9/23/2018.



**Teaching in Room 9**

For many families, distance learning can be overwhelming. As a service to the entire community, Nine is broadcasting teacher-led lessons weekdays. On Teaching in Room 9, a team of educators from across the region teach 30-minute classes in literacy, math, and science for students in pre-k through fourth grade. The curriculum is informed by area education leaders and the Missouri Department of Elementary and Secondary Education. Through our on-air lessons and the online toolkit for caregivers, Nine is making an impact on our region’s early learners, today and for years to come.



Raymel Speed, City Academy, teaches reading, grades 2–4.

**Access to Trusted Resources**

Bright by Text provides research-based tips from prominent educational institutes and links to trusted resources that help subscribing parents and caregivers support the learning and development of the children in their lives. The texting service is available in English and Spanish.

Bright by







## PARENT SPOTLIGHT

### Fatama Moorer

Ladue Parent

Children: 3rd, 5th,  
and 11th grades

“

“While watching PBS KIDS programs, I’m able to ask questions about what they are learning and talk about how we can use it in real life.”

—Fatama Moorer

## At-Home Solutions

Normandy School Collaborative's annual test scores and high school graduation rates fall below state averages, leading parents to advocate on behalf of their own children, which might mean moving to another school district.

Fatama Moorer moved her kids to the Ladue School District, but there are still challenges even though the school district is working to overcome its achievement gap. Supplemental parenting support is needed to ensure her kids do not get left behind, so Fatama regularly uses PBS KIDS resources as a tool for at-home learning.

## Fatama's Tips on Learning

- I promote learning at home through Odd Squad, Molly of Denali, Ready Jet Go!, Sid the Science Kid, and Cat in the Hat. The content helps with math skills, teamwork, and developing confidence.
- The PBS KIDS Play and Learn, PBS KIDS Lab apps and the interactive games are a way to implement screen time learning, while also limiting the amount of time on the device. The apps empower me to support my children's learning by proactively engaging them.
- Nine Network's Ready to Learn (RTL) hands-on learning activities and crafts are another way to engage and interact with my children. I see growth in their social skills, like respecting others, learning to communicate, and more.
- Homework is sometimes difficult for children across the board. The Kid Engineer and Design Process from PBS KIDS is a concept I use to help my children with homework or studying. It helps me to define the problem, imagine and create examples of their homework and give them the ability to improve on the examples.



- I use interactive literacy at home with my children and even my teenager. Each child picks a book to read to each other or takes a turn reading. Each person gets to ask a question and learn something new. Interactive literacy gives my children confidence in reading because we turn it into a game of learning.

83% 

**OF PARENTS SAID PBS KIDS HELPS PREPARE CHILDREN FOR SUCCESS IN SCHOOL.**

NIELSEN NPOWER, 9/25/2017–9/23/2018.





## Since PBS' founding in 1967,

free educational content has been a core part of its mission. From Sesame Street to Mister Rogers to Clifford, PBS has provided thousands of hours of content to public media stations like Nine Network.

Over the past few years, Nine has expanded on this educational mission using seed money from the U.S. Department of Education's Ready to Learn program. Ready to Learn aims to engage educators around

the value of PBS KIDS' evidenced-based content on television and through videos, interactive games, mobile apps and hands-on activities on the ground in the St. Louis region.

Hands-on activities are making a difference in ensuring that kids who live in the highest need areas (St. Louis City, North St. Louis County and East St. Louis) are kindergarten-ready, increasing their chances of success in school and life!

**Thanks to our sponsors for their support.**



**Norman J. Stupp Foundation**

