

# SDPB Early Learning Initiative



*“PBS KIDS available on multiple platforms is equivalent academically to a quality preschool.”*

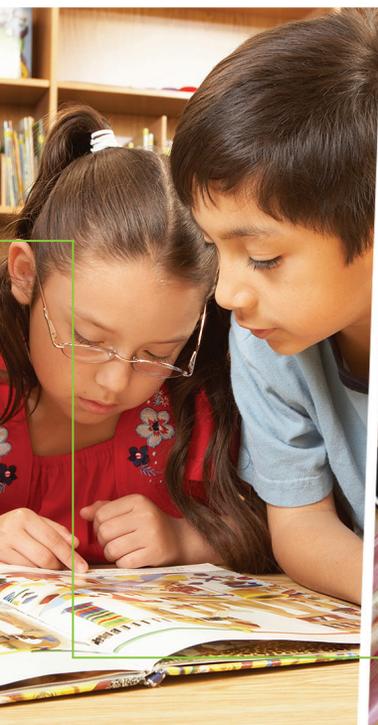
- Northwestern University Study

## At SDPB and PBS, Education is in our DNA.

From our birth as a local radio station nearly 100 years ago SDPB has used our airwaves and resources to feed the imagination of students – from kids in one-room schoolhouses to the modern classrooms of today. Fifty years ago, PBS was founded to use the power of media to educate, engage, and inspire all Americans. We take that mission of education very seriously.

For decades, we’ve used our on-air content to get children ready for success in school and in life. We have also sparked people’s curiosity about the world around them, paving the way for a nation of lifelong learners. PBS content does more than entertain, it also inspires and teaches viewers of all ages.

The goal of the SDPB Early Learning Initiative (ELI) is to prepare children for Kindergarten. Without a formal, funded and standards-based preschool program available to students across the state, SDPB ELI will fill the gap and prepare children for the first step of their education.



SDPB is concerned about providing a quality learning experience. Just as they have done for decades, PBS tests and evaluates the educational effectiveness of PBS Kids content to guide them in how to create and deliver media that impacts achievement for early learners. Programming has evolved from the Sesame Street of 50 years ago to programs like *Daniel Tiger's Neighborhood*, *Peg + Cat*, and *Curious George*.

We are also concerned about the amount of screen time children experience. Spending a number of hours looking at a small screen is no more healthy than staring at a TV set. The **SDPB Early Learning Initiative** is a comprehensive program that provides educators, home schoolers, daycare providers, parents and guardians the tools they need to create a wholistic learning experience.

These lessons take what is taught on the small screen and help you incorporate them into the lives that our youngsters experience daily. This helps feed knowledge to our preschool aged children, and sows imagination, curiosity, and desire for constructive play and beneficial exploration.

SDPB and PBS are America's largest classrooms.

Learn more about the **SDPB Early Learning Initiative** at **[SDPB.org/ELI](http://SDPB.org/ELI)**

**PBS Trusted. Valued. Essential.**

