

Ready To Learn Transmedia Demonstration Station Study

Findings

By reviewing planning documents and reports for all 11 grantees of the CPB-PBS *Ready To Learn* Transmedia Demonstration Stations program, conducting telephone interviews with five grantees, and then making in-person visits to three grantees to do interviews and observations with stations and their partners, Education Development Center, Inc., (EDC) and SRI International (SRI) found as follows:

Partnerships

- Stations collaborated with many different partners—including previously established partners—to provide programs and services to children from low-income families and the adults who care for them.
- Most stations organized their grants so they acted as supporters and organizers for their partners but did less direct-service work.

Serving Children

- Station partners typically offered two types of programs for children: those with high degrees of intensity, structure, and adult mediation, and those that were more casual and free-play oriented where children created their own experiences.

Serving Adults

- Study stations and their partners placed a high priority on engaging the low-income parents and caregivers because they believed that doing so would enhance benefits for children and families as a whole.
- Stations worked successfully with some elementary and preschool teachers, though the timing and duration of the grant made it difficult to collaborate as much or as well as originally envisioned.

Impacts

- Stations and their partners explained that high excitement and durable enthusiasm were evidence that the activities were valuable.
- Stations reported that children were developing specific math and literacy skills and/or improvements in their attitude and behavior after engaging in outreach activities.

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Reactions to PBS KIDS Transmedia

- Stations and their partners appreciated the “packaged” supplementary materials provided by producers of *The Electric Company* and *FETCH! With Ruff Ruffman* because they were engaging to children, required few adaptations, and were of generally high quality.

Sustainability

- Because stations believed that offering quality resources for a range of devices and settings was valuable, they focused on sustaining and/or scaling PBS KIDS transmedia outreach activities as much as possible through new development and fundraising efforts.

Interested in more?

For readers interested in a more detailed look at these findings, including: illustrative examples, recommendations, and a detailed description of research methods, the full-length report and executive summary for this study are available:

cct.edc.org/rtl

There you'll also find other current and past *Ready To Learn* summative research studies. And, to speak with the evaluation research team, please contact:



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