The
Ready To Learn
Initiative
Improving Early Educational Outcomes
for America's Children
through the Power of Public Media
The CPB-PBS RTL Initiative enhances learning, providing content for out-of-school time and fostering intergenerational engagement. Eleven public television stations have developed partnerships with local organizations to directly respond to the early education needs of families, children, and educators in their communities.

The RTL Initiative also includes key partnerships with the National Association for the Education of Young Children and the School of Education at Boston University, creating professional development resources that help educators learn how to effectively use RTL content.

Children from low-income families often attend schools with fewer resources and have less access to after-school and summer learning programs. A growing body of evidence confirms that this lack of access contributes to significant learning gaps in a child’s development.

Through the Ready To Learn (RTL) Initiative, the Corporation for Public Broadcasting (CPB), PBS, and local stations provide free, evidence-based educational resources that help teachers, caregivers, and parents build early science and literacy skills for America’s children, especially those in underserved families.

More than half of America’s three- to four-year-olds do not attend preschool. For many of these children, PBS KIDS is their main source of educational media content that supports school readiness. The U.S. Department of Education CPB-PBS RTL grant introduces children to key STEM concepts early, better preparing them for school and boosting their long-term education opportunities.

Through the Ready To Learn (RTL) Initiative, the Corporation for Public Broadcasting (CPB), PBS, and local stations provide free, evidence-based educational resources that help teachers, caregivers, and parents build early science and literacy skills for America’s children, especially those in underserved families.

More than half of America’s three- to four-year-olds do not attend preschool. For many of these children, PBS KIDS is their main source of educational media content that supports school readiness. The U.S. Department of Education CPB-PBS RTL grant introduces children to key STEM concepts early, better preparing them for school and boosting their long-term education opportunities.

Parents of young children rank PBS KIDS as the most trusted and relied-upon media service for school readiness.

The new PBS KIDS 24/7 channel and live stream increase access to high-quality educational media, anytime, anywhere.

PBS stations reach more children ages 2-5 in low-income homes than any other children’s TV network.

The CPB-PBS RTL Initiative enhances learning, providing content for out-of-school time and fostering intergenerational engagement. Eleven public television stations have developed partnerships with local organizations to directly respond to the early education needs of families, children, and educators in their communities.

The RTL Initiative also includes key partnerships with the National Association for the Education of Young Children and the School of Education at Boston University, creating professional development resources that help educators learn how to effectively use RTL content.

Children from low-income families often attend schools with fewer resources and have less access to after-school and summer learning programs. A growing body of evidence confirms that this lack of access contributes to significant learning gaps in a child’s development.

The U.S. Department of Education CPB-PBS RTL grant introduces children to key STEM concepts early, better preparing them for school and boosting their long-term education opportunities.
Educational Impact

Years of research confirms the efficacy of high-quality PBS KIDS RTL resources that connect television programming with apps, games, hands-on activities, and supporting materials for caregivers and teachers.

After using PBS KIDS RTL content, parents’ confidence in supporting their children’s learning increased, as did the use of activities and strategies to support learning at home.6,7

Children who engaged with Odd Squad content improved their average scores from pre-test to post-test in the following foundational math skills:8
- Skip counting – 25%
- Simple addition and subtraction – 12%
- Pattern recognition – 7%

Upcoming RTL Activities

- Developing new science content for READY JET GO! and THE CAT IN THE HAT KNOWS A LOT ABOUT THAT!
- Piloting two series focused on science and literacy
- Building partnerships between stations and local organizations through the expansion of Community Collaboratives for Early Learning Media in additional communities
- Producing personalized and adaptive content to meet the individual learning needs of children, and supporting family involvement through parent reporting tools
- Implementing research studies on the educational impact of RTL content conducted by a research consortium led by Education Development Center (EDC) with SRI International, UCLA CRESST, and Rockman et. al.

Learn more at: pbslearningmedia.org/readytolearn

PBS KIDS and the PBS KIDS Logo are registered trademarks of PBS. Used with permission. Peg + Cat © 2017 Feline Features, LLC. All rights reserved. Odd Squad © 2017 The Fred Rogers Company. All rights reserved. Ready Jet Go! and the Ready Jet Go logo are registered trademarks of Jet Propulsion, LLC. © 2017 Jet Propulsion, LLC; Dr. Seuss Books and Characters™ & © 1957, 1958 Dr. Seuss Enterprises, L.P. All Rights Reserved. Based on the television series created by Collingwood & Co. and Portfolio Entertainment Inc. © CITH Productions III Inc. 2017-2018.

The contents of this release were developed under a grant from the Department of Education. However, those contents do not necessarily represent the policy of the Department of Education, and you should not assume endorsement by the Federal Government. The project is funded by a Ready To Learn grant (PR/WARD No. U295A150003-16, CFDA No. 84.295A) provided by the Department of Education to the Corporation for Public Broadcasting.