



ED466 311 - Implementing Ready To Learn Outreach: Lessons from 20 Public Television Stations

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By Cheri Vogel

BiblioGov. Paperback. Book Condition: New. This item is printed on demand. Paperback. 60 pages. Dimensions: 9.7in. x 7.4in. x 0.1in. Ready to Learn is an outreach initiative designed to increase the potential of PBS childrens television programs to teach children cognitive and social skills. The program funds workshops for parents and teachers, materials supplementing childrens television programs, childrens book distribution, and PBS Families1and PBS para la Farnilial magazines. One hundred thirty-nine participating PBS member stations implement the Ready To Learn initiatives goals. This report describes the findings of a 2001 evaluation of Ready To Learn, which used a survey and site visits to document the activities conducted by 20 Ready To Learn stations and study outcomes for Coordinators, workshop participants, and the children in their care. Following an introductory chapter, Chapter 2 describes the surveyed sites, noting factors such as geographic region, urbanicity, license type, type of market, and station budget. Chapter 3 looks at Ready To Learn Coordinators educational background, skills, dedication, turnover, and professional development. Chapter 4 focuses on community partnerships with Ready To Learn types of partners, roles they play, and the nature of the relationships between the partners and Ready To Learn staff. Chapter 5 explores the...



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