



Ready To Learn

2023-2024 UPDATE

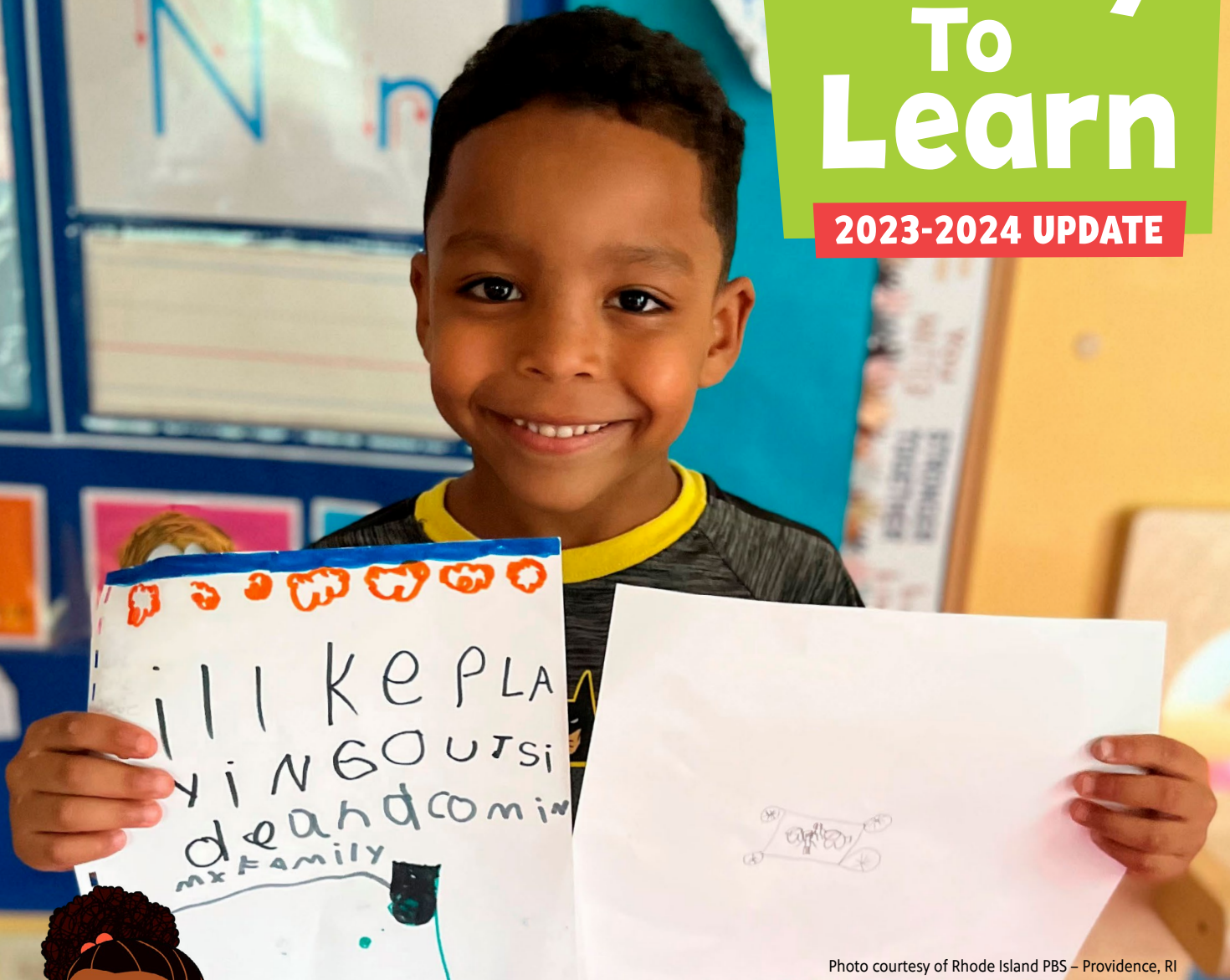


Photo courtesy of Rhode Island PBS – Providence, RI



Learn Together:
Connecting Children’s Media and Learning Environments
To Build Key Skills For Success



Meeting a Need

Every child deserves to thrive. In the early years of life, educational resources and tools are critical for children's long-term learning, well-being, and success. Yet, for many children, access to these resources is limited, with more than half of children ages 3-4 not attending preschool.¹

The [Ready To Learn program](#), administered by the U.S. Department of Education, supports public media in the creation of compelling, research-based content and resources designed to enrich children's learning and help them succeed in school, work, and life. Through a 2020-2025 Ready To Learn grant, [CPB](#) and [PBS](#) continue to build on the initiative's proven results to meet the needs of our country's children and families, especially those in low-income communities. These tools support intergenerational learning and skills development for children in literacy, critical thinking, and collaborative problem-solving. They also provide age-appropriate career exploration opportunities to help children imagine themselves in any job they can dream of, opening up a world of possibilities.

Photo courtesy of WOSU – Columbus, OH



Reach & Access

PBS KIDS content funded by the Ready To Learn grant is available for free online, through connected TV and mobile devices, and broadcast on more than 330 PBS member stations across the country.

**PBS KIDS averages
15.5 million monthly users
and more than 345 million
monthly streams
across digital platforms.²**



Photo courtesy of GPB – Atlanta, GA



Photo courtesy of PBS39 – Lehigh Valley, PA

**PBS stations reach more
children, and more parents
of young children, than any
other children's TV network
in one year.³**



Photo courtesy of Kentucky Educational Television – Lexington, KY

**The PBS KIDS YouTube channel averages
4.4 million users and nearly
30 million views per month.⁴**

Groundbreaking Educational Content



Premiere date
February 5, 2024

LYLA IN THE LOOP, an animated series for kids ages 4-8, follows Lyla, a dynamic 7-year-old girl who lives in a big city with her close-knit family, fantastical blue sidekick Stu, along with relatable and quirky characters in her community who use creative and strategic problem-solving and critical thinking skills to address a range of everyday problems together.

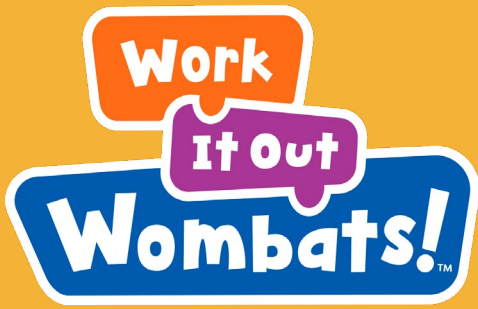


The series centers on Lyla and her family – mom Lydia and dad Louis, who run Loops Lunch diner; older twin sisters Liana and Louisa; younger brother Luke; and Stu.



In every adventure, Lyla and Stu introduce and explore foundational computational thinking concepts, like patterns and algorithms, leading to comedic disasters and innovative solutions, all while helping others in their community. The series models flexible approaches to creative problem-solving and self-expression for a wide range of learners.

Produced by [Mighty Picnic](#) and [Pipeline Studios](#), LYLA IN THE LOOP is available in English and Spanish, with a suite of games and resources available on pbskids.org, the [PBS KIDS Games app](#), [PBS KIDS for Parents](#), and [PBS LearningMedia](#).



WORK IT OUT WOMBATS! is an animated series for kids ages 3-6 that stars a playful trio of marsupial siblings—Malik, Zadie, and Zeke—who live with their grandmother, Super, in their treehouse apartment complex.

Full of boundless energy, Malik, Zadie, and Zeke are always on the lookout for interesting challenges to tackle. Together, the trio demonstrates critical thinking and creative problem-solving using computational thinking skills for preschoolers. These concepts help young viewers express themselves and collaboratively solve meaningful problems in new ways. The series is produced by [GBH Kids](#) and [Pipeline Studios](#) and is available in both English and Spanish.

Since premiering on February 6, 2023, Work It Out Wombats!

has had
20 million game plays
on the PBS KIDS Games App
and almost
7 million game plays
on pbskids.org.⁵

has been streamed more than
200 million times
on PBS KIDS and has over
14 million views
on YouTube.⁶

reaches an average of
862,000 kids ages 2-8
across PBS station broadcast
channels per month.⁷



WORK IT OUT WOMBATS! PODCAST

is an audio adventure featuring fun-filled playdates with Malik, Zadie, and Zeke, the marsupial sibling stars of the WORK IT OUT WOMBATS! Offering an exciting new way to interact with the series, the Wombats welcome listeners, called “Wombuddies,” on interactive playdates and encourage them to answer questions, count, sing, dance, and use their imaginations. This new podcast, produced by [GBH Kids](#) and Cultural Whisperers and distributed in partnership with [PRX](#), reinforces computational thinking skills and encourages listeners to put them to use. Available free on-demand on the [PBS KIDS Video App](#), [PBS KIDS YouTube channel](#), and across all major podcast platforms.

Groundbreaking Educational Content



JAMMING ON THE JOB is a music-centered podcast for kids ages 4-8 and their families. Listeners follow the hosts on their tour of the United States as they perform songs about the world of work. At each stop, they meet a grownup with an interesting job, and as the hosts learn about the “career of the day” and the skills needed to be successful in that job, they write a song about it. Featured jobs include nurse practitioner, prescribed fire manager, language instructor, robotics engineer, and more.

The series helps kids imagine themselves in a wide variety of career paths and models foundational skills relevant to each job, such as responsibility, persistence, problem-solving, flexible thinking, empathy, and impulse control.

The podcast stars Christina Sanabria and Andrés Salguero, the Latin Grammy Award-winning kids’ music duo known as 123 Andrés, and Grammy-nominated musician Pierce Freelon, who voices BoomBox, a magic music-making machine. Developed as a part of the [Ready To Learn Podcast Accelerator program](#), JAMMING ON THE JOB, produced by [PBS North Carolina](#) and distributed in partnership with PRX, is available free on-demand on the [PBS KIDS Video App](#), [PBS KIDS YouTube channel](#), and across all major podcast platforms.

Since premiering on
September 14, 2023,
JAMMING ON THE JOB

has been streamed nearly
13 million times
on PBS KIDS platforms.⁸

has had more than
2.5 million views
on the
PBS KIDS YouTube channel.⁹

Featuring **Pierce Freelon**
as the voice of **BoomBox!**



JELLY, BEN & POGO



JELLY, BEN & POGO is an animated shorts series featuring Filipino-American siblings Jelly and Ben, and their sea monster neighbor, Pogo, as they solve everyday kid problems.

Series creator, Jalysa Leva, and animation studio, [Primal Screen](#), are developing an immersive JELLY, BEN & POGO game experience. In the first of these games — “[Babysitting Squee](#)” — players tag along with Jelly and Ben to Pogo’s underwater home, where they can find creative ways to get their toy, Squee, ready for bed. This game, available for free on the [PBS KIDS Games App](#) and [pbskids.org](#), offers kids 4-8 the chance to use critical thinking and collaboration to help the characters solve problems, while providing engaging opportunities to develop, practice, and use these important life skills.

tiny time travel



Premiere date March 15, 2024

TINY TIME TRAVEL follows 11-year-old inventor, Tyler, and his outgoing best friend, Tony, as they use a time machine to go back in time a tiny bit (sometimes just a few minutes or hours), helping friends and neighbors solve problems along the way. These short, funny, fast-paced live-action videos aim to help kids ages 5-8 learn social language skills, like resolving miscommunication, taking account of others’ perspectives, and understanding nonverbal communication.

TINY TIME TRAVEL was created by Tim McKeon (ODD SQUAD) and produced by [Marobru Productions](#) and Easy as Pie Productions, LLC.

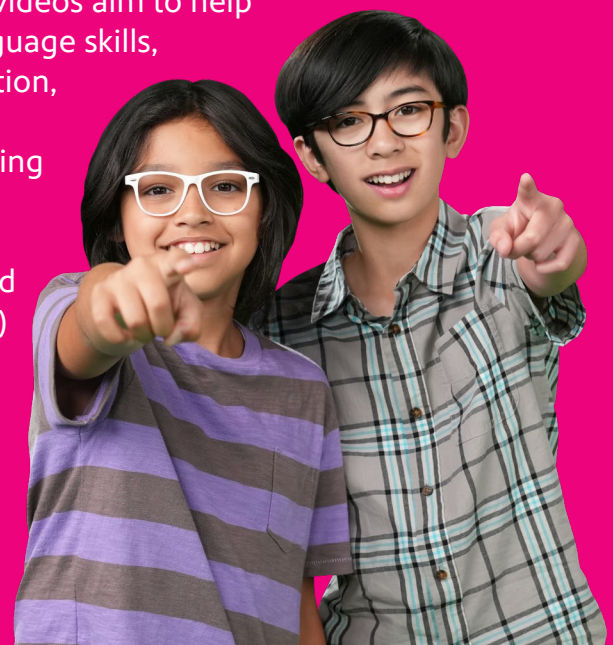




Photo courtesy of WETA – Arlington, VA

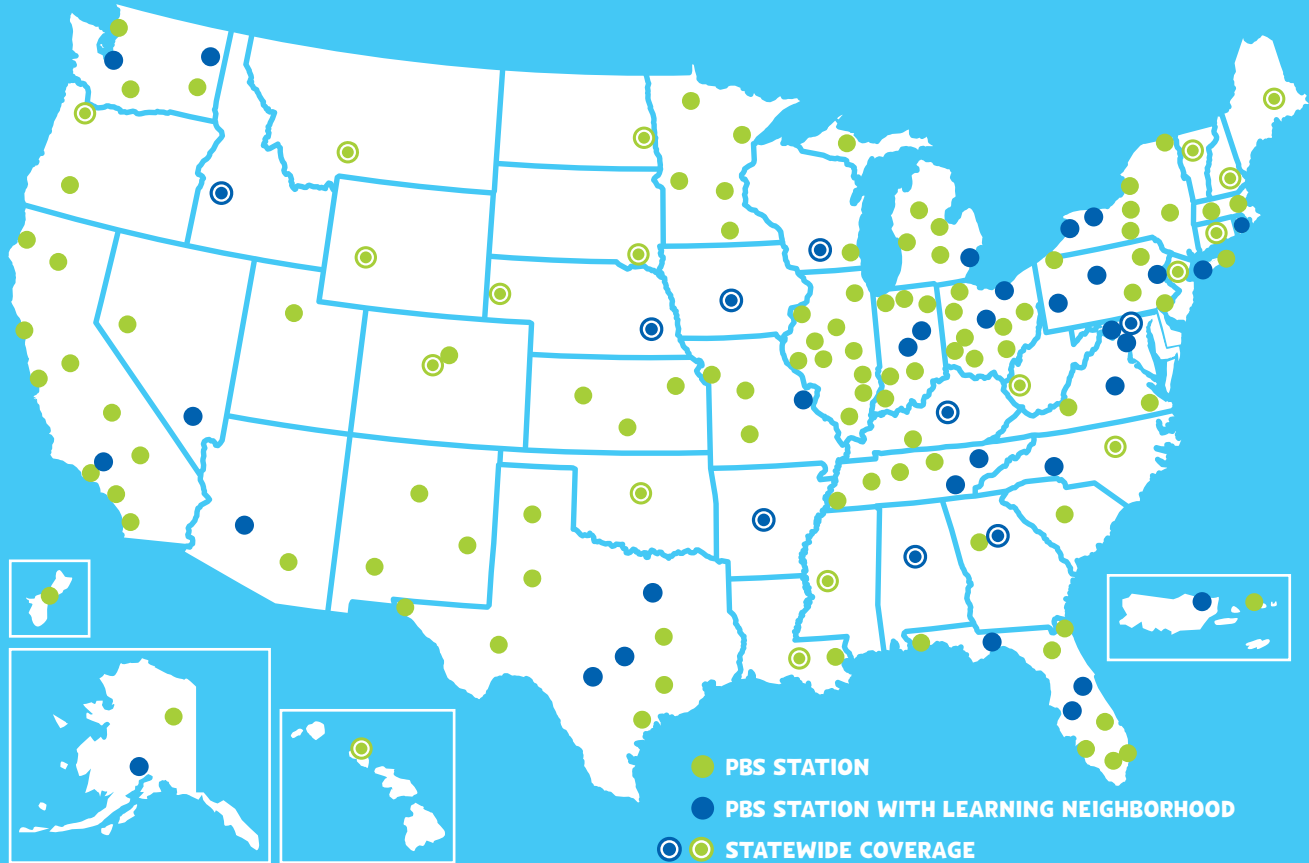
Learning Neighborhoods: A Community Partnership



Photo courtesy of PBS Wisconsin – Madison, WI

As part of the Ready To Learn Initiative, local PBS stations are implementing an innovative model of community engagement: Learning Neighborhoods. Forty-one stations are working with community partners in low-income neighborhoods to identify local assets and needs and develop learning opportunities to support children, families, and educators. Building upon the extensive reach of PBS KIDS content across digital platforms, Learning Neighborhoods foster a community-wide culture of learning together at home, in the neighborhood, and at schools, libraries, museums, and local businesses. These collaborations empower parents and families through direct engagement with educational resources from PBS KIDS and experiences that have a measurable impact on learning.

Learning Neighborhoods: Deepening Impact



41 Stations Nationwide:

- Alabama Public Television - Birmingham, AL
- Alaska Public Media - Anchorage, AK
- Arizona PBS - Phoenix, AZ
- Arkansas PBS - Conway, AR
- Austin PBS - Austin, TX
- Ball State PBS - Muncie, IN
- Buffalo Toronto Public Media - Buffalo, NY
- Detroit Public Television - Detroit, MI
- East Tennessee PBS - Knoxville, TN
- Georgia Public Broadcasting - Atlanta, GA
- IdahoPTV - Boise, ID
- Ideastream Public Media - Cleveland, OH
- Iowa PBS - Johnston, IA
- KBTC - Tacoma, WA
- Kentucky Educational Television - Lexington, KY
- KERA - Dallas, TX
- KLRN - San Antonio, TX
- KSPS - Spokane, WA
- Maryland Public Television - Owings Mills, MD
- Nebraska Public Media - Lincoln, NE
- Nine PBS - St. Louis, MO
- PBS39 - Lehigh Valley, PA
- PBS Charlotte - Charlotte, NC
- PBS SoCal | KCET - Los Angeles, CA
- PBS Wisconsin - Madison, WI
- Rhode Island PBS - Providence, RI
- Vegas PBS - Las Vegas, NV
- VPM - Richmond, VA
- WEDU - Tampa, FL
- WETA - Arlington, VA
- WFSU - Tallahassee, FL
- WFYI - Indianapolis, IN
- WHUT - Washington, DC
- WIPR - San Juan, Puerto Rico
- WNET - New York, NY
- WOSU - Columbus, OH
- WPSU - University Park, PA
- WQED - Pittsburgh, PA
- WTCI - Chattanooga, TN
- WUCF - Orlando, FL
- WXXI - Rochester, NY

Learning Neighborhood Highlights

IdahoPTV - Boise, ID

Geographically and financially isolated, the rural town of Potlatch and its surrounding villages each have uniquely different defining cultures, connected by their shared desire to empower their children with the knowledge and skills needed for successful futures. Together with trusted partners, families, and early childhood educators, IdahoPTV is providing engaging opportunities, such as a Kids Career Day, Parents University, and WORK IT OUT WOMBATS! Family & Community Learning Workshops to enrich the education and experiences of local families, with a goal to scale this model to other rural North Idaho neighborhoods.

Featured Partners: Gritman Medical Center, Harvard Homeschool Cooperative



Nebraska Public Media - Lincoln, NE

This Learning Neighborhood is creating a hub for families and caregivers in Fremont, a small town 40 miles Northwest of Omaha, to bring families together with bilingual resources to explore and learn about everyday literacy and world of work skills. The partnership also provides professional learning for early childhood educators to improve the quality of local childcare.

Featured Partners: Dual-Language Program at Washington Elementary School, Keene Memorial Library



PBS Charlotte - Charlotte, NC

PBS Charlotte is using its Story Stars initiative to inspire children to look at the world in new ways by telling their own story and asking themselves, “What is my story? What story does my community tell? How will my story change the world?” This initiative incorporates community partners and Ready To Learn-funded resources to support immigrant families, English Language Learners, and those experiencing housing insecurity in the Northeast district of Charlotte.

Featured Partners: The Salvation Army Center of Hope Shelter, University Meadows Elementary



WHUT - Washington, DC

WHUT is deeply engaged with Washington, DC's Highland Dwellings public housing community. In partnership with community-based organizations, the Learning Neighborhood supports parental involvement in family activities and increases world of work exposure for children by way of a career incubator program. In addition, the work bridges the digital divide through events using PBS KIDS digital apps for literacy learning.

Featured Partners: Exodus Treatment Center, A Wider Circle



KBTC - Tacoma, WA

KBTC's Learning Neighborhood is dedicated to bringing together rural, immigrant, Spanish-speaking families for learning, growth, and community-building in East Pierce County. KBTC and Puget Sound Educational Service District (PSESD) work together to establish a Latino Family Network, which convenes monthly. All gatherings are conducted in Spanish and serve as a platform for connecting families, allowing them to expand their social networks, and develop trusted relationships with both school and station staff. To date, the Family Network has successfully served more than 100 families.

Featured Partners: Puget Sound Educational Service District (PSESD), Summer-Bonney Lake School District



Arizona PBS - Phoenix, AZ

Arizona PBS and its Learning Neighborhood partners are creating multilingual family learning opportunities through shared leadership within the town of Guadalupe. This small Spanish- and Yaqui-speaking community, population 6,500, lies near Tempe, AZ, and is an "outpost" of the Pascua Yaqui Tribe. The town maintains a strong cultural and ethnic identity, being named after the Patron Saint of Mexico. The partnership supports multigenerational families with young children as they learn literacy and STEM skills, while also supporting language preservation.

Featured Partners: Frank Elementary School, Chicanos Por La Causa Family Resource Center supported by First Things First

State-Wide Station Initiatives



Photo courtesy of Austin PBS – Austin, TX

Public media stations are now expanding the impacts of the Ready To Learn Initiative across their states in new collaborations with state agencies. Stations and their partners are strengthening the early childhood education workforce with trainings aligned to state requirements and raising awareness to enable more families to access and use PBS KIDS resources at home. In 2024, fourteen more stations will join six state-level efforts already underway in California ([PBS SoCal](#)), Florida ([WFSU](#)), Maryland ([MPT](#)), New York ([WXXI](#)), Texas ([Austin PBS](#)), and Wisconsin ([PBS Wisconsin](#)).

National Partners

Learning Neighborhood stations are connected with national partners and their local affiliates to deepen local engagement and support children's learning. [Parents as Teachers \(PAT\)](#), [National Association for the Education of Young Children \(NAEYC\)](#), and the [U.S. Chamber of Commerce Foundation](#) share expertise in early childhood education, family engagement, content development, and world of work skills that are vital to the Ready To Learn Initiative's success in local communities and extend the reach of PBS KIDS resources via their broad networks of state and local affiliates.



PRX, a public media organization specializing in podcasting and public radio, supported original podcast series producers in the generation of new content and implemented two rounds of the Ready To Learn Podcast Accelerator in collaboration with PBS KIDS and CPB. These training programs, which included independent producers as well as teams of public media producers from four local stations across the country, resulted in new educational on-demand audio programming for children ages 2-8 and their caregivers. Participating Learning Neighborhood stations included [Ball State PBS](#), [East Tennessee PBS](#), [KERA](#), and [WNET](#).



1. Annie E. Casey Kids Count Data Center, Children Ages 3-4 Not Attending Preschool (2023)
2. Google Analytics users and streams, Oct'22 - Sep'23 for pbskids.org, video app and games app
3. Nielsen NPOWER, 9/19/2022 - 9/24/2023, L+7 M-Su 6A-6A TP reach, 50% unif., 1+min., K2-11, A18-49 w/ K<6, PBS stations, children's cable networks.
4. Tubular Labs Users, YouTube Analytics Views Oct '22 - Sept '23
5. Google Analytics, pbskids.org Game Pageviews, PBS KIDS Games App GameStarts, Jan-Dec 2023
6. Google Analytics, Cross-Platform Streams, YouTube Studio Views, Jan-Dec 2023
7. Nielsen NPower, Avg Monthly Program Reach, Kids 2-8, Jan-Dec 2023
8. Google Analytics, Cross-Platform Streams, Sept-Dec 2023
9. JAMMING ON THE JOB-related content, including trailer; YouTube Studio, Views 9/14-11/30/23



For more information, please visit:
pbslearningmedia.org/readytolearn

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