

Literacy ...

Making an Impact



WSRE's "Raising Readers" Initiatives

An alarming statistic...

On the 2008 Florida Comprehensive Assessment Test, 29 percent of third-graders did not score proficient or higher in reading.



According to the 2006 Escambia County Indicator Report by the Haas Center for Business Research and Economic Development at the University of West Florida:

18 percent of the more than 56,000 adults have not finished high school.

26 percent have only a high school diploma.

22 percent of children are not ready for kindergarten.

26 percent of children are living in poverty.

27 percent of students do not complete high school in four years.

WSRE's Impact

Role of Public Service Media in Education

What is “Ready To Learn?”

What Research Reveals



Integrated resources include:

- PBS KIDS Television Programs - *Sesame Street*, *Between the Lions*, *Super WHY!*, *WordWorld*, *Martha Speaks*, *The Electric Company* and *WordWorld*
- Online professional development courses for childcare providers
- PBS KIDS Island - A stimulating, interactive reading web site for kids, parents, teachers, caregivers
- PBS KIDS Raising Readers Library Corners
- *Super WHY!* Summer reading camps
- *Martha Speaks* Reading Buddies Program
- Community outreach activities and events

WSRE Broadcast & Outreach

SUPER WHY!

Summer Reading Camp Study (Season 1) (Alice Wilder & Beth Phillips, December 2008)

Design:

- One-group, pre-test/post-test quasi experimental design
- 454 preschoolers
- 33 camps
- 19 cities, 17 states
- 3 hours per day for 5 days



SUPER WHY Research

Summative Evaluation: Outcomes, Dose and Appeal (Season 1)

- Children who viewed Super WHY! performed significantly better on nearly all program specific-measures as well as most of the standardized measure of early reading achievement
- Gains for low-income and working-class Super WHY! viewers were greater than gains for middle-class viewers
- Super WHY! appealed to 97% of young viewers



SUPER WHY Research

Summer Reading Camp Study (Season 1)

- Campers showed gains in all of the literacy skills presented in the program
- 139% gain in word decoding
- 84% gain in encoding
- 29% gain in reading words
- 18% increase in letter sounds



Online professional development courses for childcare providers

Hosted at the Pensacola Junior College computer lab, these online courses featured an enrollment of childcare providers who were also PJC students.

Utilizing the WSRE PBS Teacherline literacy courses, these teachers earned professional development credits and satisfied the State of Florida's literacy training requirements for childcare providers.





QUESTIONS?

