

Archived Information

READY-TO-LEARN TELEVISION

<p>Goal: To develop, produce, and distribute video programming and educational materials for preschool and elementary children and their parents in order to facilitate the achievement of the National Education Goal for all children in America to start school ready to learn.</p> <p>Legislation: The Elementary and Secondary Education Act (ESEA) of 1965, as amended by the Improving America's Schools Act of 1994, Title III, Part C (20 U.S.C. 3301-3303 (i)).</p>	Funding History (\$ in millions)			
	Fiscal Year	Appropriation	Fiscal Year	Appropriation
	1985	\$0	2000	\$16
	1990	\$0	2001	\$16
	1995	\$7	2002 (Requested)	\$0

Program Description

The purposes of Ready-to-Learn Television are: (1) the development of educational programming for preschool and early elementary school children and their families; (2) the development of educational television programming and printed materials to increase school readiness for young children in limited English proficient households and to increase family literacy; and (3) the development of accompanying support materials and services that promote the effective use of educational television programming.

Eligible recipients for Ready-to-Learn Television Program grants include nonprofit entities (including public telecommunications entities) with a demonstrated capacity for developing and distributing high quality educational television programming for preschool and elementary school children and a demonstrated capacity to contract with the producers of children's television programming for the purpose of developing educational television programming of high quality for preschool and elementary school children.

Activities supported by the grant have included four children's television programs (*Arthur*, *Dragon Tales*, *Between the Lions*, and *Clifford the Big Red Dog*), training parents and caregivers through community partnerships, publication of a Ready-to-Learn magazine for families in English and Spanish, and distribution of free children's books to low-income families. The current grant will support new episodes of existing Ready-to-Learn children's television programs and develop a minimum of two new programs, develop on-line services to support Ready-to-Learn television programming, disseminate the Ready-to-Learn magazine to families in English and Spanish, provide free books to low-income children, establish and strengthen collaborative partnerships with early literacy organizations, and arrange for a rigorous and independent evaluation and the development of a management information system for the program. The grant also will be used to continue the professional development of Ready-to-Learn station coordinators at over 130 local television stations and to establish a technical assistance center for Ready-to-Learn coordinators and station representatives.

Program Performance

OBJECTIVE 1: DEVELOP, PRODUCE, AND DISTRIBUTE HIGH-QUALITY TELEVISED EDUCATIONAL PROGRAMMING AND WRITTEN EDUCATIONAL MATERIALS FOR PRESCHOOL AND ELEMENTARY SCHOOL CHILDREN AND THEIR CAREGIVERS.

Indicator 1.1 Distribution of educational television programs: Ready to Learn (RTL) programs will reach an increasing number of viewers.				
Targets and Performance Data		Assessment of Progress	Sources and Data Quality	
<i>Number of stations</i>		<p>Status: Number of stations, target met.</p> <p>Explanation: Positive movement towards target is expected.</p> <p>The number of stations participating in RTL has grown from 48 in 1995 to 132 in 2000. The current number represents a potential reach of 99 percent of the nation. The total number of children and adults reached through RTL services is 6,678,371.</p> <p>Annual programming analyses are collected routinely at a 6-month and year-end cycles from PBS and RTL stations. The numbers of viewers will be entered to provide indicator analysis that can reflect viewers as well as stations.</p>	<p>Source: Performance Reports from the Public Broadcasting Service and RTL stations. <i>Frequency:</i> Annually. <i>Next collection update:</i> 2001. <i>Date to be reported:</i> December 2001.</p> <p>Reports from producers, WGBH-Boston, and The Children's Television Workshop, Scholastic. <i>Frequency:</i> Annually. <i>Next collection update:</i> 2001. <i>Date to be reported:</i> December 2001.</p> <p>Validation Procedure: Data supplied by the grantee.</p> <p>Limitations of Data and Planned Improvements: While the number of RTL stations may increase, this does not ensure that the number of viewers will increase. Ratings for shows will be included in future reports as available.</p>	
Year	Actual Performance			Performance Targets
1995:	48			
1999:	130			No target set
2000:	132			132
2001:	135			137
<i>Number of viewers</i>				
1999:	First update 2001	Continuing increase		
2000:		Between the Lions – 4.5 Million Dragon Tales – 10.0 Million		
2001:		Between the Lions – 5.0 Million		
2002:		Dragon Tales – 11.0 Million		

OBJECTIVE 2: PROVIDE TRAINING TO EDUCATION PERSONNEL IN THE PUBLIC TELEVISION COMMUNITY SO THAT THEY CAN TRAIN PARENTS AND CAREGIVERS TO HELP CHILDREN BECOME READY TO LEARN.

Indicator 2.1 Training for parents and caregivers: The number of parents and caregivers trained will increase to 600,000 in FY 2000.				
Targets and Performance Data		Assessment of Progress	Sources and Data Quality	
<i>Number of parents and caregivers trained</i>		<p>Status: No target set, but progress is likely.</p> <p>Explanation: Number of parents and caregivers trained is projected to increase in both 2000, 2001, and in 2002.</p> <p>By 1995, 23,187 caregivers were trained. By 1996, 74,049 caregivers had been trained. By 1997, 98,015 caregivers had been trained. By 1998, 146,392 caregivers. By 1999, 309,454 caregivers. By 2000, approximately 340,000 caregivers had been trained.,000 in 2001 and in 2002?</p>	<p>Source: PBS Annual Performance Reports, 2001. <i>Frequency:</i> Biennially. <i>Next collection update:</i> 2001. <i>Date to be reported:</i> December 2001.</p> <p>Validation Procedure: Data supplied by the grantee.</p> <p>Limitations of Data and Planned Improvements: Data are supplied by the grantee.</p>	
Year	Actual Performance			Performance Targets
1995:	45,447			
1996:	118,274			
1997:	219,256			
1998:	332,523			
1999:	563,075			246,274
2000:	No New Data			600,000
2001:				650,000
2002:				