

# Ready To Learn Transmedia Demonstration Station Study

## Findings

By reviewing planning documents and reports for all 11 grantees of the CPB-PBS *Ready To Learn* Transmedia Demonstration Stations program, conducting telephone interviews with five grantees, and then making in-person visits to three grantees to do interviews and observations with stations and their partners, Education Development Center, Inc., (EDC) and SRI International (SRI) found as follows:

### Partnerships

- Stations collaborated with many different partners—including previously established partners—to provide programs and services to children from low-income families and the adults who care for them.
- Most stations organized their grants so they acted as supporters and organizers for their partners but did less direct-service work.

### Serving Children

- Station partners typically offered two types of programs for children: those with high degrees of intensity, structure, and adult mediation, and those that were more casual and free-play oriented where children created their own experiences.

### Serving Adults

- Study stations and their partners placed a high priority on engaging the low-income parents and caregivers because they believed that doing so would enhance benefits for children and families as a whole.
- Stations worked successfully with some elementary and preschool teachers, though the timing and duration of the grant made it difficult to collaborate as much or as well as originally envisioned.

### Impacts

- Stations and their partners explained that high excitement and durable enthusiasm were evidence that the activities were valuable.
- Stations reported that children were developing specific math and literacy skills and/or improvements in their attitude and behavior after engaging in outreach activities.



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### Reactions to PBS KIDS Transmedia

- Stations and their partners appreciated the “packaged” supplementary materials provided by producers of *The Electric Company* and *FETCH! With Ruff Ruffman* because they were engaging to children, required few adaptations, and were of generally high quality.

### Sustainability

- Because stations believed that offering quality resources for a range of devices and settings was valuable, they focused on sustaining and/or scaling PBS KIDS transmedia outreach activities as much as possible through new development and fundraising efforts.

## Interested in more?

For readers interested in a more detailed look at these findings, including: illustrative examples, recommendations, and a detailed description of research methods, the full-length report and executive summary for this study are available:

[cct.edc.org/rtl](http://cct.edc.org/rtl)

There you'll also find other current and past *Ready To Learn* summative research studies. And, to speak with the evaluation research team, please contact:



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