



**VERMONT  
PBS**

# 2015 PBS Kids Screenings

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# “America’s Largest Classroom”

- \* PBS helps children learn essential skills
- \* Innovator in children’s educational media
- \* Undisputed leader in children’s programming



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# PBS KIDS Transmedia Initiative

- \* The U.S. Department of Education, the Corporation for Public Broadcasting and PBS sponsors the *Ready to Learn* initiative. Numerous studies provided evidence that the use of transmedia in the classroom can increase children's mathematical skills and teacher confidence.





# Study in Brief

- \* Children in the PBS Kids Transmedia group developed early mathematical skills quicker than groups without transmedia in the classroom.
- \* Public media videos and digital games were played on a selected set of learning technologies (interactive whiteboards and laptop computers)



# Study in Brief

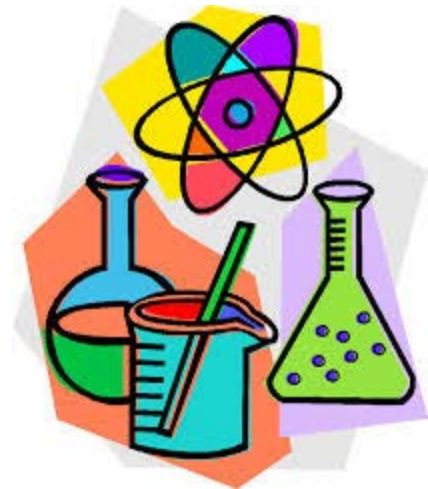
- \* Four and five-year-old children from traditionally economically disadvantaged communities developed skills in:
  - \* Counting/ subitizing/ recognizing numerals/ recognizing and composing/ representing shapes and patterns

Preschool teachers reported significant changes in their confidence and comfort in the classroom



# PBS Kids Curriculum

- \* STEM (Science, Technology, Education, and Math)
- \* Literacy
- \* Social and Emotional Development



# PBS Kids: STEM Shows



- \* Cat in the Hat
- \* Dinosaur Train
- \* Curious George
- \* Sesame Street
- \* Wild Kratts



- \* Sid the Science Kid
- \* Peg + Cat
- \* Odd Squad
- \* Plum Landing



# PBS is #1 in Public Trust

## \* How much do you trust each organization?

- \* PBS-----→46%
- \* Courts of Law-----→27%
- \* Commercial Broadcast TV-----→17%
- \* Federal Government-----→13%
- \* Newspapers-----→12%
- \* Cable TV-----→11%
- \* Congress-----→6%



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# PBS is a Trusted & Safe Place to Watch Television

\* How much do you agree with the statement that \_\_\_\_\_ is a trusted and safe place for children to watch television?

\* PBS-----→88%

\* Commercial Broadcast TV-----→51%

\* Cable TV-----→49%



# PBS is a Trusted & Safe Place to Visit Online

\* How much do you agree with the statement that \_\_\_ is a trusted and safe place for children to visit online?

\* PBS-----→78%

\* Commercial Broadcast TV-----→41%

\* Cable TV-----37%



# VPT's Library Partners

- \* Brownell Library
- \* Kellogg-Hubbard Library
- \* Fletcher Free Library
- \* S. Burlington Community Library
- \* Georgia Public Library
- \* Manchester Community Library
- \* St. Albans Free Library
- \* Rutland Free Library
- \* Goodrich Memorial Library
- \* Bennington Free Library
- \* Bixby Memorial Library
- \* Brooks Memorial Library
- \* South Hero Community Library
- \* Westford Public Library

# What We're Screening

- \* Vermont PBS would like to partner with local libraries to screen new children's content:
  - \* Sesame Street: The Cookie Thief
  - \* Odd Squad
  - \* Plum Landing
  - \* Dinosaur Train (Classic n the Jurassic
  - \* Daniel Tiger Meet the New Baby
  - \* Sid the Science Kid
  - \* Wild Kratts



# Contact

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