



RELEASE



WPSU-TV CELEBRATES ITS SELECTION AS STATION PARTNER IN THE NEW NATIONAL PBS KIDS RAISING READERS LITERACY INITIATIVE

University Park, Pa. (Nov. 15, 2007)—WPSU-TV has been selected as one of the first 10 PBS member station partners in the country to participate in the new national **PBS KIDS Raising Readers** literacy initiative. This initiative will use research-based, dynamic and entertaining PBS KIDS® programs and related multi-media content to help meet the urgent literacy needs of kids, ages 2-8, from low income families. The national project is funded as part of the U.S. Department of Education's Ready To Learn grant and is managed by the Corporation for Public Broadcasting (CPB), PBS and WTTW-TV through a cooperative agreement.

The content and materials to be used in the initiative are based on two new **PBS KIDS Raising Readers** series –*Super WHY!* and *WordWorld* (premiered fall 2007) as well as existing series *Between the Lions* and *Sesame Street*. Two additional new programs *Martha Speaks* and *The Electric Company* (multimedia content) will be added in late 2008.

Equipped with this content and corresponding educational materials, CPB and PBS, working with WPSU-TV, will employ a "Literacy 360" approach to surround children from low income families in central Pennsylvania with opportunities to read. The program will also engage parents, teachers and communities in the effort. Social marketing research will enable the **PBS KIDS Raising Readers** partners to target and identify low-income families at the neighborhood level. WPSU-TV will also work with CPB and PBS to help identify local community organizations and members with whom **PBS KIDS Raising Readers** initiative proponents can join forces to achieve the broadest-based results.

While the content will be made available through all local PBS member stations and their websites, the **PBS KIDS Raising Readers** initiative is focusing its community engagement efforts at the local level on low-income families in 20 specific markets over the next four years, of which WPSU-TV is one of the first 10.

"WPSU-TV has a strong track record in community service and education, and we are delighted to have the station as an early partner in our targeted community engagement efforts to help children from low-income families learn to read and improve their chances for future educational success," said Jayne James, CPB's executive director of the Ready To Learn initiative.

"We think this project exemplifies the mission and power of public broadcasting," said Ted Krichels, associate vice president for Outreach at Penn State and general manager of Penn State Public Broadcasting. "By reaching children and families through television, libraries, local educators, and daycare centers, we can use these broadcast programs and the educational resources at our station to increase understanding of phonics, phonemic awareness, vocabulary, letter recognition, and comprehension."

About WPSU-TV

WPSU serves central Pennsylvania with programming, educational services and community outreach. The public media services produce, acquire and distribute programs that address local interests and reflect the diverse cultural, political, geographic and demographic characteristics of an audience within central Pennsylvania. The Educational Services unit for WPSU serves as the connection to teachers, parents, teens and kids to extend the rich resources found in public television. For more information about WPSU's Educational Services unit and resources available visit wpsu.org/edservices.

About CPB

CPB, a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government's investment in public broadcasting. It helps support the operations of more than 1000 locally owned and operated public television and radio stations nationwide, and is the largest single source of funding for research, technology, and program development for public radio, television, and related on-line services.

About PBS KIDS and PBS KIDS GO!

PBS KIDS, for preschoolers, and PBS KIDS GO!, for early elementary school kids, are committed to providing the highest quality non-commercial content and learning environment for children across the country. Providing age-appropriate, diverse programming for kids, PBS KIDS and PBS KIDS GO! programs consistently earn more prestigious awards than any other broadcast or cable network. Only PBS KIDS and PBS KIDS GO! have earned the unanimous endorsement of parents, children, industry leaders and teachers. With additional PBS resources to complement its programming, including PBS KIDS online (pbskids.org), PBS KIDS GO! online (pbskidsgo.org), PBS Parents (pbsparents.org), PBS Teachers (pbs.org/teachers), PBS Ready To Learn services and literacy events across the country, PBS is providing the tools necessary for positive child development. PBS is a nonprofit media enterprise owned and operated by the nation's 355 public television stations, serving nearly 90 million people each week and reaching 99% of American homes.

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