



Corporation  
for Public  
Broadcasting

## Education, Learning and Engagement

The Public Broadcasting Act of 1967 established a vision for media that would be used for “instructional, educational, and cultural purposes,” and encouraged “the development of programming that involves creative risks and that addresses the needs of unserved and underserved audiences, particularly children and minorities.”

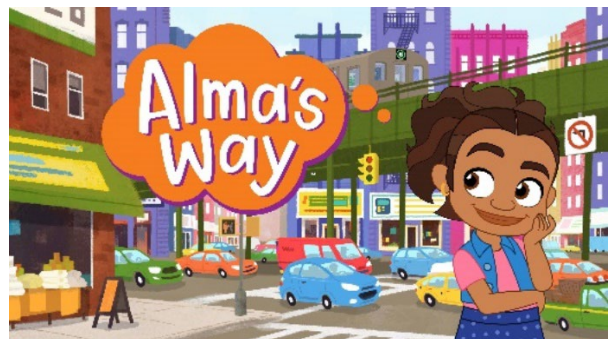
Reaching nearly 99 percent of U.S. households, public media uses its tremendous reach — on air, online, and in communities — to provide resources to children and families in diverse communities and at all income levels, empowering them to learn anytime, anywhere – at home, in the neighborhood, and within local systems and spaces.

The Corporation for Public Broadcasting (CPB) funds media and local learning engagement initiatives aimed at delivering high-quality content across various platforms to parents, teachers, and children, particularly those residing in low-income communities. These initiatives involve collaborative efforts between stations, educational institutions, community organizations, and local stakeholders to create opportunities for learning, skill development, and engagement within specific geographic areas, such as neighborhoods, towns, or regions. CPB supports PBS KIDS to develop and distribute content for children and families delivered on pbskids.org, mobile and streaming apps, and on broadcast, and PBS LearningMedia, a media resource designed for classroom instruction.

### Children’s Content

Families trust public media to provide content that is safe, fun, free, and educational for their children. CPB’s longstanding support for innovative children’s media projects has positioned public media as a leading destination for children. Recent examples of CPB-funded children’s educational content include:

- *City Island*
- *Alma’s Way*
- *Jelly, Ben & Pogo*
- *Rosie’s Rules*
- *Donkey Hodie*
- *Nature Cat*
- *Daniel Tiger’s Neighborhood*



## Ready To Learn

To support the millions of children lacking the basic early learning skills to succeed in school, the [U.S. Department of Education’s Ready To Learn Television grant](#) has funded, for the past two decades, the development of educational television and digital media targeted at preschool and early elementary school children and their families, especially those who live in low-income communities. Under this federal grant, [CPB](#) and [PBS KIDS](#) work with producers, researchers, local public media stations, and other partners to develop, distribute and evaluate PBS KIDS multiplatform content – including television programs, video, interactive games, mobile apps and hands-on activities – to engage children, families, and educators in learning experiences at home, in preschool, and in out-of-school settings. In addition to Ready To Learn funding, many of these productions receive CPB funding as well.

- *Lyla in the Loop*
- *Elinor Wonders Why*
- *What Can You Become?*
- *Work It Out Wombats!*
- *Molly of Denali*
- *Tiny Time Travel*



*Lyla in the Loop*



*Work It Out Wombats*

The U.S. Department of Education requires rigorous evaluation, and this [research](#) has shown that RTL-funded content and stations have successfully increased learning, fostered increased family engagement, and empowered parents and educators to support children’s learning.<sup>1</sup>

## American Graduate: Jobs Explained



The public media initiative American Graduate was launched in 2011 to help young people stay on a path to a high school diploma. Public media played a significant role in raising awareness and highlighting solutions as the country increased its high school graduation rate. More than 125 local stations, 40 national producers, and 1,700 local and national partner organizations became part of the American Graduate initiative. Today, American Graduate focuses on introducing and explaining career pathways to young people who are exploring all types of postsecondary education and employment.

**American Graduate: Jobs Explained** provides young people with the information that they need to make informed choices about their future past high school, through engaging short-form videos produced by public media stations in partnership with community-based businesses and relevant, in-demand industries. **American Graduate: Jobs Explained** is led by The WNET Group with support from CPB.

*Updated May 2024*

<sup>1</sup> Kennedy, J. L., Christensen, C. G., Maxon, T. S., Gerard, S. N., Garcia, E. B., Kook, J. F., Hupert, N., Vahey, P., & Pasnik, S. (2022). The Efficacy of Digital Media Resources in Improving Children’s Ability to Use Informational Text: An Evaluation of Molly of Denali From PBS KIDS. *American Educational Research Journal*, 59(6), 1194-1228. <https://doi.org/10.3102/00028312221113326>