

2021
IMPACT
REPORT



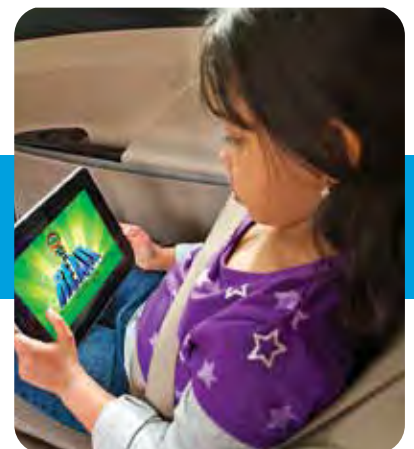
Early Learning

WHY NINE PBS?

HISTORY

Since our founding in 1954, free educational content has been a community need, and Nine PBS has worked to meet that need. Nine PBS's foundation is deeply rooted in quality educational content; two of our founding members were university presidents. Local PTA members also played an influential role in the station's inception by going door to door to raise \$100,000. Schools were so eager to have televised programs in their classrooms that 25 school districts offered to pay the station for its services at \$1 per student.

Growing from this rich history, Nine PBS continues to be a trusted learning guide for kids and families in the St. Louis region. Over the past few years, our work has grown on air, online, and in the community, available to over 2.4 million viewers. We partner with a network of daycare facilities, early childhood centers, and schools that serve thousands of our region's most vulnerable kids and their families.



COMMUNITY ENGAGEMENT

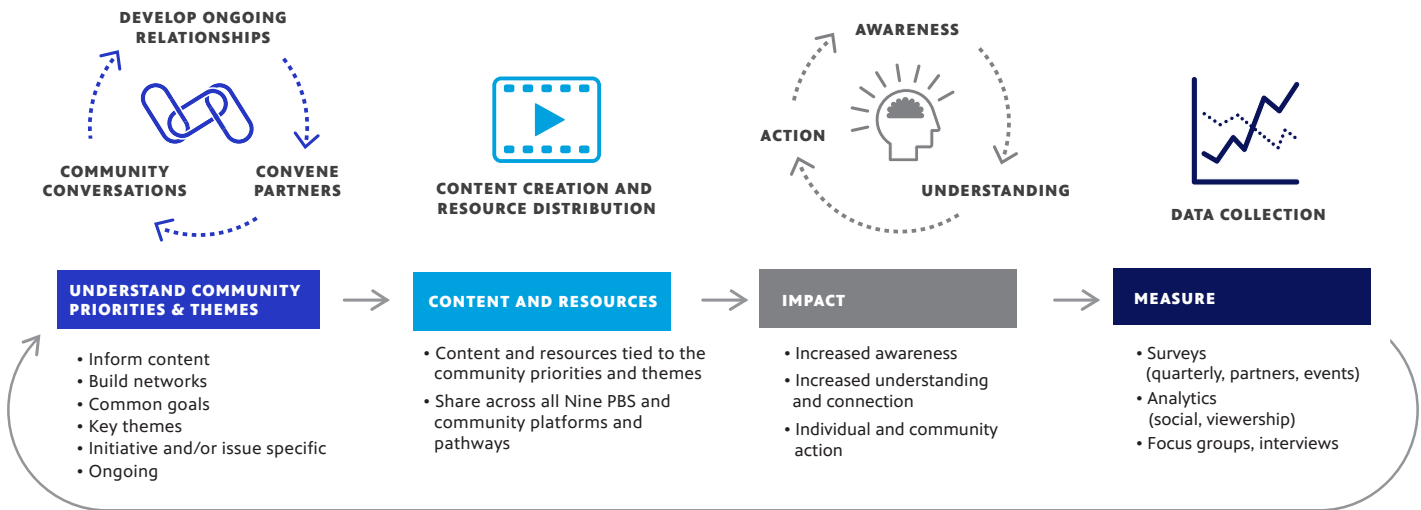
Nine PBS anchors our work in what is most important to the community. We regularly convene our more than 150 trusted community partners around early education and workforce development initiatives through our Model for Community Engagement.

This model ensures that “community engagement” has real meaning, which signifies conversation, collaboration, and outcomes. The partner meetings and community conversations facilitated by our community engagement model make Nine PBS a better community member and a relevant institution in the daily lives of the people across our region.



Model for Engagement

Nine PBS facilitates at scale a community conversation that creates change.



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EARLY LEARNING GOALS

Guided by the community, our work connects partners, childcare providers, and families with PBS KIDS® resources, opportunities, and information to advance outcomes in our youngest and most vulnerable learners.

Our long-term vision is for Nine PBS to be a training hub for educators and caregivers across the region to gain fluency using PBS KIDS media, curriculum, and resources that improve the educational experiences of young learners.

OUR EARLY LEARNING WORK SERVES TO:

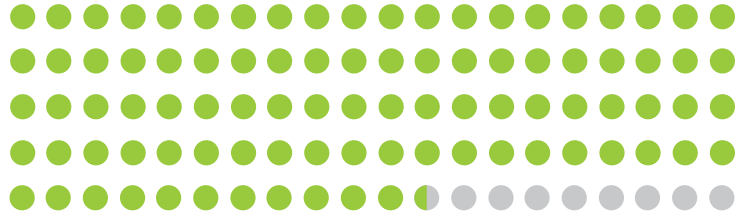
- **INCREASE THIRD-GRADE LITERACY**
- **INCREASE SCHOOL READINESS**
- **DECREASE THE DIGITAL DIVIDE**
- **INCREASE THE QUALITY OF CHILDCARE AND EDUCATION**
- **INCREASE FAMILY CONNECTIONS**



■ INCREASE THIRD-GRADE LITERACY

Third grade is an important year for young readers. Children who are not reading proficiently by the end of third grade are four times as likely to not graduate high school on time compared to proficient readers (Annie E. Casey Foundation). Nine PBS works with schools serving our region's highest need neighborhoods to help close this achievement gap.

91.5% of third graders in Nine PBS priority districts are not on grade level.



(Source: MO DESE & IAR, 2021)

DRAWN IN (W.T.)

Nine PBS is partnering with Lion Forge Animation, the Academy Award-winning creators of *Hair Love*, and Makefully Studios to create diverse content that emulates authentic experiences for under-represented audiences, made by creators of color, and is available on multiple platforms to prioritize literacy learning.

Drawn In, launching in 2022, is an integrated media experience designed for kids aged 6-8 to respond to educational disparities for low-income families and communities of color. This pilot initiative aims to deliver video vignettes, a game, comics, and community resources that build a rich, connected, and highly engaging story for kids to strengthen their literacy skills and reading comprehension. Content is being piloted locally and developed in our community to be expanded on a larger scale nationwide.

Drawn In is an epic adventure story in a bustling Midwest city following four BIPOC kids who unabashedly love comics. Across the video vignettes, comics, and game, viewers follow along and aid the kid crew as they work through an epic mission to prove to Lady Magnitude their passion for comics.

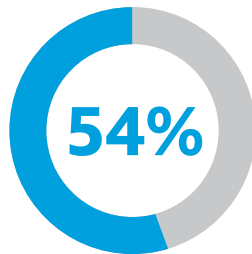


■ INCREASE SCHOOL READINESS

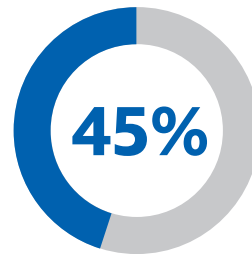
As children returned to school at lower enrollment rates in fall 2021, Nine PBS assessed how our education resources and media assets can reach young children not in school during the school year or the summer.

CHILDREN AGED 3 AND 4 NOT ENROLLED IN PRESCHOOL

Missouri



Illinois



(Source: Kids Count, 2020)

TEACHING IN ROOM 9

Nine PBS began *Teaching in Room 9* as a response to a call from the community to provide remote learning resources for the children not in school during the pandemic. *Teaching in Room 9* broadcasts previously recorded 30-minute lessons for early learners led by area teachers. Lessons in literacy, math, science, and related arts are available free in most households on Nine PBS, Monday through Friday, and online on YouTube.com. Curriculum for each lesson is guided by Missouri state standards and learning objectives that were created specifically for *Teaching in Room 9* by the Missouri Department of Elementary and Secondary Education.

SINCE ITS LAUNCH, *TEACHING IN ROOM 9* HAS



For fall 2021, *Teaching in Room 9* focused on prekindergarten fundamentals such as letters and sounds, friends and feelings, art, movement, and science, along with special lessons presented in partnership with the Saint Louis Art Museum and STEMPact at Washington University's Institute for School Partnerships.

(Source: Trac Media April 27, 2020 - November 22, 2021)

TEACHING IN ROOM 9 IN THE SUMMERTIME

Over the summer months, *Teaching in Room 9* offers a solution to help children in preschool through third grade keep on track for the following school year. *Teaching in Room 9 in the Summertime* centers on enrichment to combat summer learning loss through weekly topics based on a summer camp theme. Activities include setting up a tent in the backyard, building a solar s'mores oven, and interviewing friends about their pets.



OUR TEACHING IN ROOM 9 AUDIENCE

Like few other programs on the air for children, *Teaching in Room 9* reflects the full diversity of educators from across the region. As a result, the show has been effective at reaching audiences from a broad range of experiences, backgrounds, and identities.

21%

BLACK, INDIGENOUS, PEOPLE OF COLOR (BIPOC)

19%

LIVE IN A HOUSEHOLD WITH AN ANNUAL INCOME LESS THAN \$25K

60%

LIVE IN A HOUSEHOLD WITH NO COLLEGE DEGREE



“ I want to thank you for showcasing ‘The Exciting World of Engineering’ on your segment yesterday. It truly meant a lot for my son and community to see someone who looks like us read a book about us. I appreciate the excitement you portrayed and how you continue to keep viewers engaged each time. I look forward to sharing the video once it is placed on YouTube with friends across the nation. ”

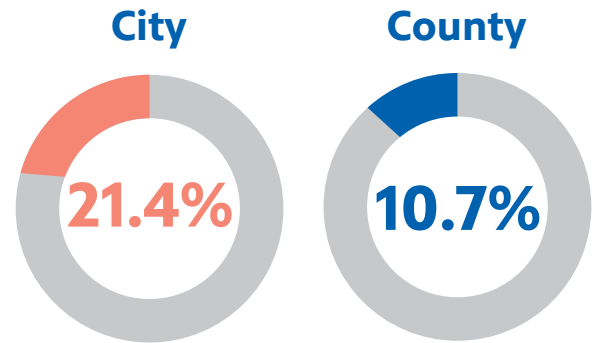
—Edmonn Maul, *Teaching in Room 9* parent letter to on-air educator Dr. Albert Sanders

■ DECREASE THE DIGITAL DIVIDE

Over the last year, the St. Louis region has seen just how important broadband access is for children to be successful in school. The recent push from school districts to provide laptops and internet hotspots has meant that more students are connected than ever before. Still, unreliable and unaffordable internet plans make it difficult for many families to make the most of these new digital devices.



ST. LOUIS HOUSEHOLDS WITHOUT INTERNET ACCESS



(Source: National Telecommunications and Information Administration, 2021)



ONLINE EDUCATION AND CAREGIVER TOOLKIT

Nine PBS's online Educator and Caregiver Toolkit streamlines resources for educators and caregivers to help kids learn and thrive. The toolkit includes a schedule of trusted PBS KIDS shows along with learning goals and related activities and resources.



8,638 PAGEVIEWS
7,281 USERS

(Source: Google Analytics, January 1, 2021–November 20, 2021)

PBS KIDS PLAYTIME PADS

In 2021, Nine PBS provided **657 PBS KIDS Playtime Pads to preschool-aged children in Saint Louis Public Schools, East St. Louis School District 189, and Saint Louis Public Library** to fill a gap in digital resources for our region's youngest learners. These plug-and-play devices are preloaded with more than 120 video clips, songs, and music videos featuring kids' favorite PBS KIDS characters; 25+ education games to develop kids' science, math, social-emotional, and literacy skills; and award-winning PBS KIDS video apps for children aged kindergarten through second grades. Most importantly, Playtime Pads can be enjoyed for hours without the internet.



LEARNING RESOURCE KITS

For our more than 70 early education partners, Nine PBS creates Learning Resource Kits to deliver to the kids and families they serve. Kits are individualized based on the needs of each partner, and include educational activity materials, school supplies, and Nine PBS printed learning resources. In 2021, **Nine PBS delivered 4,700 Learning Resource Kits, 1,400 of which included school supply sets and 1,500 of which included books.** These kits have become an essential way to increase learning at home for the many children in our region without access to reliable digital devices or the internet.



INCREASE THE QUALITY OF CHILDCARE AND EDUCATION

PBS KIDS EDCAMP “UNCONFERENCE”

Nine PBS’s fourth annual PBS KIDS Edcamp connected educators and caregivers with key PBS KIDS media and curriculum to promote early learning. Using an “unconference” professional development model, teachers led their own learning experiences. This opportunity is offered at no cost to attendees and remains accessible to those working in low-income communities. This year’s Edcamp marked a careful return to in-person opportunities, and **nearly 70 childhood educators** were able to join the socially distanced unconference, impacting at least **1,700 early learners**.

90%

of attendees reported that they see themselves using the ideas and resources they learned at Edcamp



100%

of attendees reported that they would like to attend a follow-up event that builds on the ideas discussed at Edcamp



“ Today I was reminded of my passion. My conversations today reminded me of why I love working with children and families. ”

—Edcamp 2021 participant



PLAYFUL LEARNING FOR EDUCATORS PROFESSIONAL DEVELOPMENT

This professional learning series is designed for early educators of children aged 2–8 to empower them to bring media-rich, play-based, and learner-centered experiences to their own classroom environments and communities. Over the course of this three-session series, educators actively learn and play together with digital and nondigital tools to construct and share teaching strategies using PBS KIDS resources.

In 2021, Nine PBS engaged 151 preschool educators at St. Louis Public Schools and East St. Louis School District 189 in our Playful Learning for Educators series, impacting more than 2,800 early learners. These trainings have been an important way for us to expand the impact of the digital resources we have shared with their students by providing tips for how to meaningfully integrate media into their learning environments. In addition, our Playful Learning for Educators sessions offer an opportunity to discuss important topics like promoting mental health and how to approach the topics of race and racism with young learners.

HERE'S WHAT EDUCATORS WHO PARTICIPATED IN OUR PROFESSIONAL DEVELOPMENT SESSIONS REPORTED:

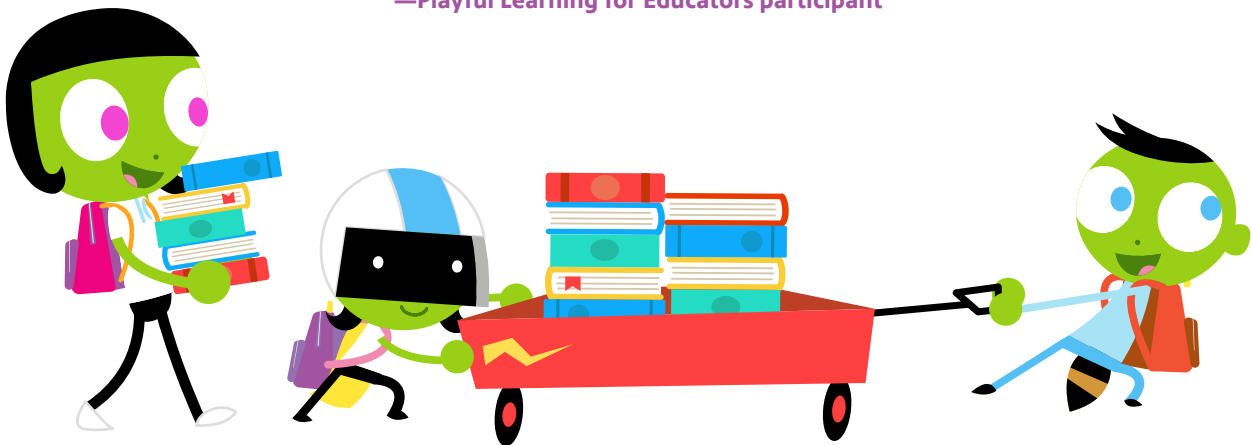
97% AGREED THAT THEIR UNDERSTANDING OF MEDIA LITERACY INCREASED

95% AGREED THAT OUR RACE AND RACISM CONTENT WAS BENEFICIAL

94% GAINED VALUABLE INFORMATION THEY PLAN TO USE WITH YOUNG LEARNERS

“ The lesson opened up my eyes to old and new ideas that were dormant. Once it was presented, the spark started to burst into flames of engagement that spread to students. Thanks for the reopening of my mind and creative brain again. ”

—Playful Learning for Educators participant





LIVING
STL

LIVING ST. LOUIS SPECIAL: EARLY CHILDHOOD EDUCATION

This special tackles topics like the need for affordable, high-quality childcare programs, childcare providers' struggles to stay in business and retain quality teachers, and some possible solutions to ensure the well-being of our most vulnerable learners. The special originally aired on May 17 and re-aired five times in 2021—**for a total of 21,160 on-air views.**

PBS LEARNINGMEDIA

Nine PBS LearningMedia provides educational content online that is perfect for distance learning and resources that are easily searchable by subject, school standard, and grade (prekindergarten, early elementary, upper elementary, middle school, and high school).

431,680 PAGEVIEWS
140,137 USERS

(Source: Google Analytics, January 1, 2021–November 20, 2021)

“**PBS LearningMedia was an invaluable resource. There really was so much. I linked all the content I found for teachers to easily access this school year, and hopefully for years to come. I can't wait to hear feedback from teachers about how they used PBS LearningMedia to promote students' social/emotional growth as they embark on standards-based grading this year in their classrooms.**”

—Linda Smith, Dewey Elementary
(St. Louis Public Schools)

EDUCATOR SPOTLIGHT

JENNIFER RAYSON, VIVIAN ADAMS EARLY CHILDHOOD IN EAST ST. LOUIS, IL

Nine PBS has become an integral part of Jennifer Rayson's classroom. Jennifer has worked as a Preschool for All classroom teacher for general education students at Vivian Adams Early Childhood Center in East St. Louis, IL, for the last nine years. She appreciates how her students are already familiar with the characters from PBS, so that she can help them learn more quickly. She regularly attends the annual Edcamp and virtual trainings hosted by Nine PBS. Jennifer is currently participating in a three-part learning series about *Elinor Wonders Why* on PBS KIDS.



"The dedication the Nine PBS Early Learning staff has for educators is the same dedication early childhood teachers have for our students. Nine PBS is a bright spot, and I look forward to participating in every event. Thank you for being a part of the community and supporting educators and young children."

—Jennifer Rayson, Vivian Adams Early Childhood in East St. Louis, IL

COMMUNITY PARTNER SPOTLIGHT

HARRIS-STOWE STATE UNIVERSITY IMPACT EDUCATION CENTER

In October, the Harris-Stowe State University Impact Education Center partnered with Nine PBS to open the Nine PBS Early Learning Nook, aimed at encouraging early literacy in children prekindergarten through third grade through play and introducing the concept of advanced education at an early age.

The Nine PBS Early Learning Nook is a resource to the community in North St. Louis County. Harris-Stowe State University Impact Education Center Executive Director, Dr. Aline Phillips says, "We plan to use this space to encourage families and early childhood centers to bring young learners for storytelling, academic engagement, and literacy opportunities."

Nine PBS Wittcoff Community Engagement Fellow Gina Watkins adds, "This partnership is more than just a shared space. It is the hope that with this partnership we can make a difference in the lives of the families of this community and do our part in changing the narrative."



■ INCREASE FAMILY CONNECTIONS

FAMILY AND COMMUNITY LEARNING

Nine PBS engages with families with kids aged 2–8 with Family and Community Learning sessions. The virtual sessions take place once a week for four weeks. Over the course of the month, families come together for one hour, explore a theme, investigate through hands-on project-based learning, read together, and share their learning experiences.

As the impact of our Early Learning Initiative has grown throughout the region, Nine PBS has begun to train staff at partner organizations to facilitate these sessions themselves, with support from our team. Through our partnership with Saint Louis Public Library, Nine PBS has been able to positively influence the learning habits of 50 families, including more than 150 children.



In November, Nine PBS and the Magic House teamed up to provide a field trip to the Magic House for 33 families.

RAYMOND H. WITTCOFF COMMUNITY ENGAGEMENT FELLOWS

Raymond H. Wittcoff was a driving force behind the creation of public media in St. Louis and across the nation. A founding member of the station, he felt that public television had a responsibility to ensure all people are “as wise as they are powerful.” To carry on his legacy, Nine PBS create the Raymond H. Wittcoff Community Engagement Fellowship program. These fellows create deeper relationships with those educators, caregivers, and community organizations that need public media most.

The first three fellows joined Nine PBS in January to engage with partners working in the highest need communities in North St. Louis City, North St. Louis County, and East St. Louis to help increase the quality of childcare and education. Three community hubs have emerged to support these neighborhoods in various ways: Harris Stowe State University Impact Education Center, Wohl Recreation Center, and Lessie Bates Neighborhood House.

WITTCOFF FELLOWS' 2021 IMPACT

300+ CONNECTIONS MADE TO EARLY EDUCATION ORGANIZATIONS

3,800 EDUCATIONAL RESOURCES SHARED WITH PARTNERS

55 RELATIONSHIPS FORGED WITH NEW PARTNERS

110 FAMILIES SUPPORTED

7,600+ EARLY LEARNERS IMPACTED

“ [Nine PBS] makes a difference to me because I have younger kids whose minds are constantly growing. I remember growing up watching PBS KIDS, and I learned so much. I would love to give my children the same experience, and being connected with Nine PBS, I feel I am able to do so. ”

—Parent, St. Louis Crisis Nursery



BRIGHT BY TEXT

Bright by Text makes the most of everyday interactions between children and their parents and caregivers by providing free tips and resources from trusted experts to help all parents and caregivers give every child a “bright beginning.” The text service delivers age-targeted and actionable information for children prenatal to age nine to promote their child’s healthy development through the pivotal early years of life.

This year, Nine PBS sent **12,650 localized messages** to **1,090 families**, impacting **1,360 children**—a **25% increase** in the number of children impacted over the last year.

Of the new subscribers in the last year, **83%** agreed that Bright by Text helped them build a **stronger bond** with their child. After six months, **82%** of surveyed subscribers agreed that Bright by Text **increased their confidence as a parent or caregiver**.

(Source: Bright by Text, November 30, 2021)



NINE PBS KIDS

Curriculum-based PBS KIDS content is unique in the children’s media landscape. It exists to excite children, parents, and caregivers about the wonder and possibilities of learning and to help children realize their fullest potential. Content is designed to support kindergarten readiness. Nine PBS KIDS is the only free, over-the-air 24/7 television service for young children in our region.

On Air

32,489,026

LOCAL VIEWS

(Source: Nielsen, TRAC Media Services, January–November 2021)

Digital

49,464,408

VIDEO VIEWS ON PBS KIDS
ON-DEMAND OR LIVESTREAM

(Source: PBS Domo Data, November 30, 2021)



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