

**CORPORATION FOR PUBLIC BROADCASTING (CPB)
WITH THE PUBLIC BROADCASTING SERVICE (PBS)
ED ABSTRACT NARRATIVE**

Project Title: Content, Community, and Collaboration: Advancing Children’s Learning Through Personalized Media Experiences.

The Project proposes to create a comprehensive media initiative to support the learning needs of children in low-income communities. The Project Team will develop innovative, personalized learning experiences driven by cutting-edge analytics and assessments, and will establish Community Collaboratives for Early Learning and Media, networks of strategic partnerships devoted to early learning, media, and community engagement. The Project emphasizes the power of adaptive learning experiences, the amplifying effects of community and family engagement, and the critical role of partnerships to help narrow the achievement gap for America’s most vulnerable children. The Project’s primary goal is to improve science and literacy learning outcomes for young children, especially those from low-income families, in order to prepare them for success in school and in life. A series of six strategic activities have been identified to meet this goal. The expected outcomes include increasing children’s science and literacy skills and boosting the capacity of families, educators, and communities to support children’s learning with media.

The Project will address both invitational priorities by (1) producing science and literacy content that supports school readiness among underserved children aged 2-8; and (2) using embedded analytics and assessments to personalize the learning experience for users and provide meaningful data to parents, caregivers, and educators.

The project deliverables will include:

- Learning Packs: multi-media, multi-platform adventures that guide learners through the inquiry process and use integrated assessment and analytics to adapt the experience to individual needs and provide children with personalized support for science and literacy learning.
- An exciting collection of new broadcast and digital content – including television episodes, short-form video series, games, apps, offline activities, and Parent Child Activity Videos – for an all-new property that will integrate science and literacy; for an all-new science property that will bring culturally diverse talent to children’s media production; for a recently green-lit space and Earth science property, *Ready, Jet, Go!*; as well as for proven and beloved series *The Cat in the Hat Knows a Lot About That!* (Random House), *Curious George* (WGBH and NBC Universal), and *Ruff Ruffman* (WGBH).
- A new science Learning Framework that emphasizes the inquiry process, and an updated literacy Framework that amplifies the importance of functional literacy, reading comprehension, and informational texts, to drive content creation under the Project.
- Continued innovation in learning technologies and distribution platforms, including collaborative play through PBS KIDS’ new virtual world, Kart Kingdom, and R&D into new technologies such as connected toys, wearables, and speech recognition tools that may help to facilitate hands-on and active learning away from screens.
- A network of Community Collaboratives for Early Learning and Media that brings local public media stations together with networks of community partners to deploy the Project’s content and engagement interventions in ways that have the greatest impact on children at the local level, and to share best practices for engagement within the public media system.
- A series of outreach interventions for use by Collaboratives and informal/formal learning environments in communities nationwide, including Family Creative Learning workshops, camps for after school and summer learning, and flexible activities designed to work in a variety of formats that expand the reach, use, and impact of the assets.
- A comprehensive national/local family, caregiver, and educator engagement strategy that engages these audiences regularly and supports their efforts to prepare children in their care for academic success.