



2024
IMPACT
REPORT



Early Learning

ninepbs.org



Nine PBS is dedicated to increasing school readiness through our Early Learning Initiative. We know that there is a village working to support every child in our region. These villages are made of family members, at-home childcare centers, librarians, schoolteachers, and more, all passionate and dedicated to nurturing our kids toward reaching their goals.

Nine PBS joins in this work, connecting partners, childcare providers, and families with trusted and proven PBS KIDS® resources, opportunities, and information to advance outcomes for our youngest and most under-resourced learners, especially in our priority neighborhoods of North St. Louis, North St. Louis County, and East St. Louis.



NINE PBS EARLY LEARNING INITIATIVE

Nine PBS and our network of more than 130 early learning trusted partners are working together to provide opportunity and access to ensure all who live in our community can thrive.

IN 2024, NINE PBS SUPPORTED MORE THAN **27,200** EARLY LEARNERS, **4,100** CAREGIVERS, AND NEARLY **1,000** EDUCATORS THROUGH OUR ON-THE-GROUND ENGAGEMENT.”

95%

of caregivers increased their confidence to support child(ren) learning.

89%

of educators implemented Nine PBS resources into their curriculum.

95%

of partners agree Nine PBS is a safe and trusted source for increasing kids' school readiness.

GOALS OF EARLY LEARNING INITIATIVE:

- Increase third grade literacy
- Increase school readiness
- Increase the ways in which caring adults can help



TEACHING IN ROOM 9

In 2020, Nine PBS responded to education leaders' concerns about the 300,000+ kids experiencing pandemic-related distance learning with the creation of *Teaching in Room 9*, the region's on-air classroom. Even after in-person school attendance resumed, there remained a resource gap for the early learners in our region who are not enrolled in early childhood education. *Teaching in Room 9* continues to provide high exposure to literacy, math, science, and social-emotional concepts. The program is broadcast every weekday on Nine PBS and is designed to ensure three- to five-year old kids are prepared for the classroom.



**THE FIRST GRADE
READING TEACHER
REALLY INFLUENCED
MY SON'S LOVE FOR
READING. SHE WAS A
KEY TOOL TO HIS
LANGUAGE ARTS
IMPROVEMENT."**

—TEACHING IN ROOM 9 VIEWER



Teaching in Room 9 host Dr. Sanders with guest and animal expert Bare Hands Beran.



A Webster University student on set.

Season nine of *Teaching in Room 9* premiered in Fall 2024, built on a dynamic partnership with Webster University's Schools of Communications and Education. This collaboration gave Education students hands-on experience in curriculum development and implementation, while Communications students gained real-world production experience in filming, editing, and creating graphics for the show.

COMMUNITY CONNECTION

“ I FOUND TEACHING IN ROOM 9 BY ACCIDENT ONE DAY WHEN I WAS SCROLLING CHANNELS. AS A FORMER TEACHER OF SPECIAL NEEDS CHILDREN, I WAS IMMEDIATELY ENGAGED. I OFTEN WATCH IT ‘NO KIDS WITH ME’ AND REALLY APPLAUD THE TEACHERS AND THE METHODS.”

—TEACHING IN ROOM 9 VIEWER



Ms. Knarr teaching the alphabet.

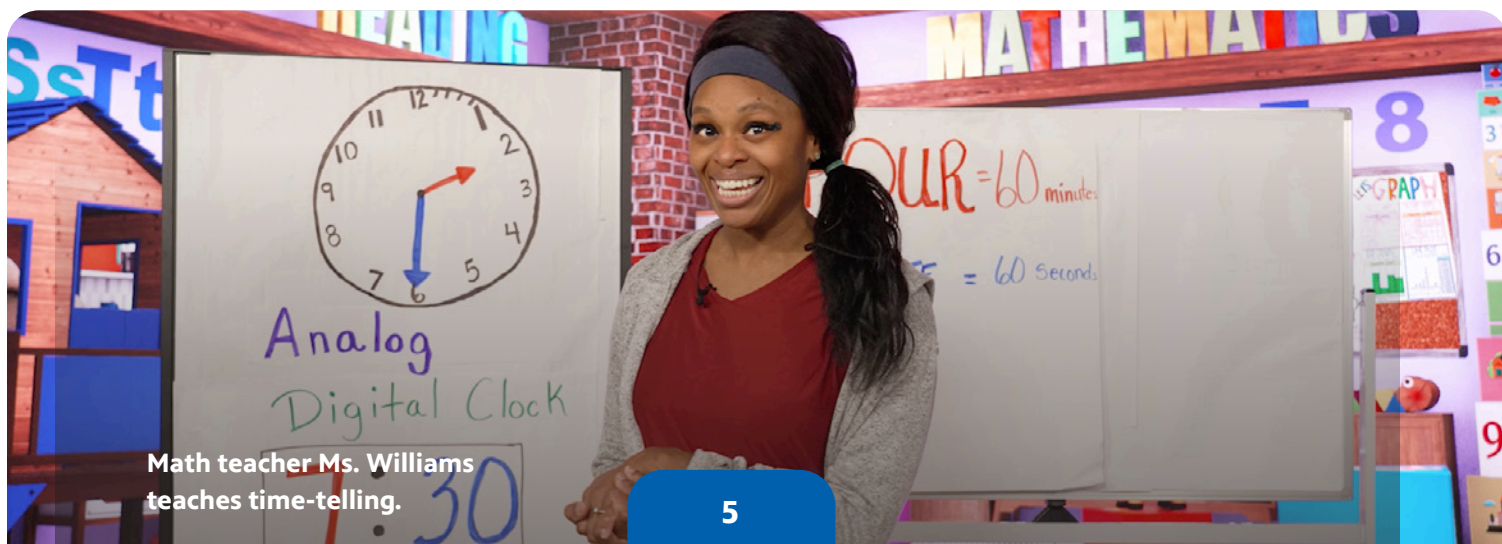
IN 2024, *TEACHING IN ROOM 9* AIRED 261 TIMES ON NINE PBS AND GENERATED MORE THAN

113,000 VIEWS ON-AIR AND ONLINE.

27% of on-air viewers were BIPOC.

SOURCE: Nielsen/TRAC Media Services, January-December 2024

24% of on-air viewers are from households with no college degree.



Math teacher Ms. Williams teaches time-telling.

POWER HOURS

Through 88 sessions of our Literacy and STEM Power Hours, Nine PBS engaged more than 570 children. Each series is six sessions that incorporate video, print, and digital media with hands-on, playful learning strategies to boost children's curiosity and increase family confidence in supporting out-of-school learning. Each lesson addresses at least three state standards that have been identified as the greatest gap in achievement for under-resourced schools.



86% of educators agree
Nine PBS Power Hours
support children's
success in school.

SOURCE: 2024 Survey of Power Hour Educators

28 **60**
STEM SESSIONS LITERACY SESSIONS

“ I JUST HAD TO SAY THANK YOU AGAIN FOR THIS AMAZING OPPORTUNITY. I STILL GET GOOSEBUMPS WHEN I TALK ABOUT THE WORK MY STUDENTS DID WITH THE [DRAWN IN] COMICS.

—LITERACY POWER HOUR TEACHER, BARBARA C. JORDAN ELEMENTARY

Amber
and her
children.



COMMUNITY CONNECTION

Nearly a year ago, Amber Edmond discovered Nine PBS's community engagement opportunities. As a mother of five children, ages three to 14, she was already familiar with PBS content, a family favorite. But learning about Nine PBS's educational resources and community sessions opened new doors. She gained fresh perspectives, discovered new ways to support her children's learning, and built meaningful connections with other parents.



DRAWN IN

Drawn In is a multiplatform initiative focused on supporting literacy for kids 5-8 years old in the St. Louis region. The series follows four comic book loving kids – Tyler, Jadyn, Grace, and Nevaeh – whose real world collides with their comic world in every story. It takes keen vocabulary, problem-solving, and teamwork to set the world right again.

Nine PBS joined Breakpoint Tennis & Life Skills Academy in a partnership to support our region's children in the relationship between physical movement and educational outcomes like reading skills. Over the summer, Breakpoint implemented *Drawn In* comics, video clips, educational games, and educational resources to support campers in increasing literacy.

The inclusion of Nine PBS's *Drawn In* literacy curriculum at Breakpoint camps reached **130 campers**.

80% of facilitators reported an increase in campers' school readiness.

SOURCE: Facilitator Survey, 2024

COMMUNITY CONNECTION

As a teacher and reading specialist for 23 years at Jefferson Middle School STEAM Academy in Columbia, MO, Anna Osborn advocates for the importance of reading and literacy to advance life outcomes for all students.

She has integrated *Drawn In*, into her annual curriculum, pulling from the comics and vocabulary resources to bolster the reading comprehension of her students.



WITTCOFF FELLOWS

Since 2021, the Raymond H. Wittcoff Fellowship has been an avenue for Nine PBS to support our priority neighborhoods where our most under-resourced children and families live and work.

IN 2024, THE FELLOWSHIP...

- Engaged with **36 partner organizations**
- Impacted nearly **1,900 children** through our community hubs and Nine PBS on the Porch efforts
- Supported **more than 1,700 caregivers and educators**
- 96% of caregivers reported **increased confidence** in supporting the learning of their child(ren).



COMMUNITY HUBS

The Raymond H. Wittcoff Fellowship focuses on creating and maintaining relationships around learning spaces with community leaders already engrained in the community. These partnering hubs host and facilitate Nine PBS's community learning opportunities and events and help connect families and early learners with Nine PBS's free, high-quality resources.

- **Harris-Stowe State University**
- **Lessie Bates Davis Neighborhood House**
- **Magic Happens Here**
- **Morning Star Academy**
- **Small Steps Preschool**
- **Uni-pres Kindercottage**
- **Wohl Recreation Center**



COMMUNITY CONNECTION

Nine PBS Fellows formed a partnership with Comprehensive Behavioral Health in East St. Louis after they learned about the ways the organization is supporting children and families across our region. As a result, the organization has provided information on PBS materials to their families and participated in Nine PBS's educational events. This partnership continues to inform approaches within the Wittcoff Fellowship and supports Comprehensive Behavioral Health as they connect families to Nine PBS.

PROFESSIONAL DEVELOPMENT FOR EDUCATORS

Nine PBS supports educators across the region to improve the educational experiences of young learners. Our professional development is geared specifically for early childhood educators teaching children from infancy to eight years old.

Each session is designed to help educators bring media-rich, play-based, and learner-centered experiences to their classrooms and communities.



Educators and community leaders gather at Edcamp.

EDCAMP

Since 2018, Nine PBS has hosted Edcamp, a free unconference professional development opportunity for regional educators in all settings and from all backgrounds.

For the two Edcamps hosted in 2024, more than 160 educators attended, impacting more than 2,400 children.

At each event, attendees set the agenda for the day to determine what topics of conversation are most needed to advance outcomes for our most under-resourced learners.

COMMUNITY CONNECTION

Tammie Thomas is a special education teacher in East St. Louis School District 189 and has attended Edcamp since Nine PBS's first gathering in 2018. Tammie has taught for nearly 20 years and ran an early childhood education program from her home for nearly 10 years.

As a conversation partner during Edcamp, her wealth of experience is an asset to each discussion. Tammie views it as an invaluable experience to continue her lifelong journey of learning for the benefit of the children she cares for so deeply.

**I'VE CONNECTED WITH PEOPLE
AFTER THE CAMP TO COMPARE
NOTES AND EXPERIENCES.
[EDCAMP] OPENS DISCUSSIONS
THAT ULTIMATELY HELP KIDS.**

—TAMMIE THOMAS
EAST ST. LOUIS SCHOOL
DISTRICT 189 EDUCATOR



STORYTIME IN THE COMMONS: BE MY NEIGHBOR DAY

In September, Nine PBS partnered with Fred Rogers Productions to host Be My Neighbor Day Storytime. Over 300 community members from across our region gathered in our Jack Galmiche Public Media Commons to experience hands-on learning featuring family-centered activities prioritizing skills related to kindness, friendship, emotional regulation, and self-care.



83% of attendees feel they **increased confidence** to support their child's learning

75% of attendees were **first-time attendees** at a Nine PBS event

SOURCE: *Storytime Survey*





NINE PBS IN THE COMMUNITY

The Nine PBS Early Learning team is dedicated to maintaining strong two-way partnerships, including supporting community partners in their own spaces. In 2024, we participated in community events across our region to ensure our high-quality and educational resources are available and accessible at a variety of partner events and to continue to build long-term relationships with the families in our region. Through frequent participation at community events, our team members at Nine PBS evolve from friendly faces to familiar faces, ensuring families know they can rely on us to support the educational needs of their children. Our team engaged with families at partner events like St. Louis County Library's Little Readers Festival, Magic House's Play Day in the Park, and each session of the Missouri History Museum's series of Summer Family Fun.

IN 2024, NINE PBS
SUPPORTED
MORE THAN **20** COMMUNITY
EVENTS,

REACHING MORE THAN
7,500 COMMUNITY
MEMBERS.



PBS KIDS

Curriculum-based PBS KIDS content is unique in the children's media landscape. PBS KIDS is the only free, over-the-air, 24/7 television service for young children in our region. PBS KIDS digital resources are also available anytime online. Digital resources include thousands of materials built around the familiar characters of PBS KIDS shows and designed to support grown-ups in nurturing out-of-school learning opportunities. PBS KIDS resources are an important part of Nine PBS's localized engagement with our community.

CHILDREN AND FAMILIES CAN JOURNEY THROUGH CHILDHOOD WITH BELOVED SHOWS LIKE ...



*Daniel Tiger's
Neighborhood
Birth - Age 4*



*Alma's Way
Ages 4-8*



*SciGirls
Ages 8-12*



*Sesame Street
Birth - Age 4*



*Carl the Collector
Ages 4-8*



LOCAL VIEWS

14.3+
MILLION

SOURCE: Nielsen/TRAC Media
Services, January-December 2024

ON DEMAND /
LIVESTREAM

49.5+
MILLION

SOURCE: PBS Business
Intelligence Domo Report,
January-December 2024



PBS LEARNINGMEDIA

Nine PBS LearningMedia provides educational content online that supports classroom educators. These resources are easily searchable by subject, school standard, and grade. They are also easily converted for at-home learning.



807,349

VIDEOS STREAMED IN THE ST. LOUIS REGION.



304,027

PAGEVIEWS FROM THE ST. LOUIS REGION.

SOURCE: PBS Business Intelligence DOMO Reports and PBS GA4 Dashboard, January-December, 2024.

READY TO LEARN

In 2024, Ready to Learn, formerly a collaboration between the U.S. Department of Education and PBS, supported our local Nine PBS activation of PBS curriculum and educational materials, children, families, and educators come together for hands-on, playful learning experiences that foster curiosity and a life-long love of learning.

As part of Ready to Learn, our team had the opportunity to represent Nine PBS and our region as designer of the nationally implemented *Lyla in the Loop* family board game, designed in collaboration with PBS, the Corporation for Public Broadcasting, and Ready to Learn. The game facilitates computational thinking, everyday literacy, executive function, social-emotional skills, and career exploration.

More than
450
local children
& nearly
300
local caregivers
were impacted through the
Ready to Learn initiative.

73%
of caregivers **strongly agree** they
gained access to resources to help
engage with the children in their lives.

SOURCE: 2024 Ready to Learn Caregiver Survey

COMMUNITY NEED INFORMS OUR WORK

A high-quality early childhood education has long been linked to life outcomes like high school graduation rates, employment achievements, incarceration rates, and even physical well-being. Still, even with the clear importance of strong educational foundations early in life, there are barriers in place that prevent many children from thriving.



70%

In Missouri, 70% of kids younger than 6 years old have working parents.

25%

25% of Missouri kids younger than 6 years old are in low-income families.

(Annie E. Casey Foundation, 2024)



71%

In St. Louis, 71% of Black children ages 3-4 are unenrolled in early childhood education while only 38% of white children are unenrolled.

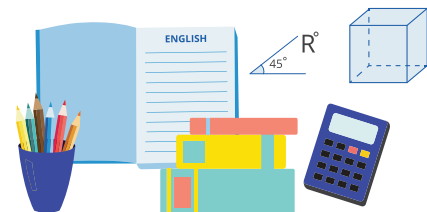
(Vision for Children at Risk, 2024)



13%

In St. Louis, accredited early childhood education centers can accommodate only 13% of children under 5 years old.

(Vision for Children at Risk, 2024)



48%

47%

In our region, 48% of third graders are behind in math and 47% are behind in English.

(Sources: MO DESE MAP Scores, 2024 and Illinois Report Card on IAR, 2024)

WHY NINE

We are ensuring our community understands what's holding our region back and what will propel us forward. Through our nationally recognized Model for Engagement, Nine PBS ensures our work is anchored in community needs. We bring people together to gain the community's perspectives and amplify community voices, then we tailor our community engagement to authentically represent diverse interests and needs, and finally actively report back to the community on the progress that has been made. Through this model, we ensure that our community engagement has real meaning through conversation, collaboration, and outcomes.

The partner meetings and community conversations facilitated by our community engagement model make Nine PBS a better neighbor and a relevant institution in the regional efforts to improve educational and life outcomes for all children, especially those who are most under-served.



Model for Engagement

We inspire connection and action for the 2.8 million people in our region because it will take all of us together to transform St. Louis.

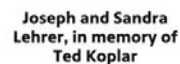




PBS
KIDS



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