

## WPSU Partnership

In 2007 WPSU-TV was 1 of 10 stations selected to participate in the national PBS Raising Readers literacy initiative. The initiative uses research-based, dynamic and entertaining PBS KIDS programs and related multi-media content, to help meet the literacy needs of at-risk children ages 2 – 8. The national project is funded as part of the U.S. Department of Education's Ready To Learn grant.

The goal of the initiative is to provide children with the literacy skills they need to read and be prepared for school. The long-term goal is to achieve measurable results by improving literacy skills of children in low-income families.

WPSU-TV initially chose Mifflin County and 2 years later expanded to Juniata County to devote station and federal resources as part of the Ready To Learn initiative.

WPSU and Success By 6 have collaborated with the Mifflin County Library, the Juniata County Library and several of the early childhood programs to offer the following activities for children and families:

**Festival of Ice 2007:** WPSU/SB6 launched Raising Readers. On Friday, we hosted two different story time, then on Saturday, Whyatt, the main character from the new PBS kids show "Super Why" was on hand to greet children and participate in the parade. The Reading Passports program was also kicked off at the Ice Festival.

**WPSU Day at Preschools:** WPSU presented morning lessons using the PBS Kids Raising Readers materials at 7 different preschool classrooms in Mifflin County.

**Family Night:** SB6 and the Educational Services at WPSU hosted a family night in Lewistown on March 30, 2007. Parents attended a workshop on "Literacy 360" and incorporating reading into everyday activities while the children participated in interactive learning stations. At the learning stations children learned letters, word families and did a lot of coloring. Wonder Red, a character from Super Why, appeared at the end of the program to greet children.

**Summer Reading Kick-Off:** This event held at the Mifflin County Library on June 25, 2008. Children were invited to meet *Arthur*, a PBS character, and learn more about the Arthur books the library has available for children to read. The library also used the event to kick off their summer reading program to keep kids reading outside of the academic year.

**Super Why Summer Reading Camp:** The five day camp was designed specially for kids entering kindergarten. The children had to be 4-5 years old and registered for kindergarten that fall in order to attend. Over 50 children participated in the first year. Activities include learning letters, word families, spelling, literacy concepts and vocabulary. *Super Why* himself makes an appearance on the last day of camp. In Mifflin County starting in 2008 camp is held at Highland Park Elementary school each August. Beginning in 2009 Camp has been held at the Mountain View Elementary school in Juniata County. Each camp serves 60 at-risk children preparing to enter kindergarten.

**Movie Night:** The event was held on Thursday September 18, 2008 at Miller's Theatre in Lewistown. The new PBS children's show *Martha Speaks*, was premiered. A "walk of fame" featuring PBS characters on stars were placed on the sidewalk outside the theatre. PBS characters; Martha, Super Why, Alpha Pig, Clifford and Curious George were on hand to interact with the children. The local Kiwanis helped to distribute, popcorn, drinks and keep the lines moving smoothly into the theatre.

**Electric Company Circuit Tour:** On September 19, 2009 Lewistown high School welcomed *Shock* and the Electric Company. Over 200 families attended the free, 90 minute live performance. The children also had the opportunity to participate in activities and get free giveaways!

More activities and events to come in 2009-2010.