



Workshop Sponsorship

“...it is worthwhile to see the enthusiasm in the parents about spending quality time with their children to learn in a fun way,” RTL trainer.

Nurture the Present, Change the Future:

By caring for children and focusing on helping them grow, we change the future in a positive and meaningful way. Young children need us to be there for them as role models, friends and educators. Children depend on adults to help them experience, learn and grow. A caring community nurtures its families and supports its citizen; be a part of that community by supporting WJCT's *Ready To Learn* Workshops.

What is *Ready To Learn*?

PBS *Ready To Learn* is public television's contribution toward our nation's most urgent educational goal ensuring that all children begin school *Ready To Learn*.

PBS *Ready To Learn* programming helps encourage a child's natural curiosity and love of learning. *Ready To Learn* is a treasure chest of early learning tools: the children's morning and afternoon broadcast on PBS, local workshops, partnerships with community organizations and free educational materials – such as newsletters, children's books and learning activities. Together, these exciting tools can help caregivers, parents, and teachers help their children start school “ready to learn.”

The core of *Ready To Learn* is a full day of non-violent, safe, commercial-free, educational children's television programming broadcast free of charge to every American household. This daily broadcast includes some of the most popular, award winning and engaging programming available today: *Arthur*, *Dragon Tales*, *Clifford*, *Between the Lions* and *Sesame Street*.

What is a *Ready To Learn* Workshop?

Ready To Learn workshops give parents and caregivers tools they need to enrich their children's reading and writing skills through specific guidelines, examples, and other educational tools and incorporates the *Ready To Learn* Learning Triangle--Read, View, Do. The workshops are designed to educate parents to realize that their involvement counts and makes a huge difference in the learning lives of their children. The guidelines are simple, constructive, and empowering. There are ways parents can get involved and WJCT's *Ready to Learn* Workshops show parents the way.

WJCT will conduct 10 monthly community outreach workshops at a selected elementary school, public library or child care facility. Books are given to parents when they attend the monthly workshops to take home and read to their children. This allows a child to receive 10 books per year to build a home library if the parent attends all the workshops at their child's school.

“I used the RTL strategies and materials to help my son catch up with the rest of his class,” elementary school parent.

Since 2001...

- ✓ 946 *Ready To Learn* workshops have been conducted in schools and childcare centers in many of Jacksonville’s at-risk neighborhoods.
- ✓ 8,747 parents and caregivers have participated in WJCT *Ready To Learn* workshops.
- ✓ 25,302 children have been reached through parental and caregiver participation.
- ✓ 26,000 free books have been distributed to the children of workshop participants.

Ready To Learn Workshop Sponsor Benefits:

- Sponsor receives 88 :15 second WJCT television credits:
44 credits in rotation during *Ready To Learn* programming Monday through Sunday
44 credits in rotation during primetime programming Monday through Sunday
- Sponsor receives name recognition in 44 :15 second WJCT television credits:
22 credits in rotation during *Ready To Learn* programming Monday through Sunday
22 credits in rotation during primetime programming Monday through Sunday
- Sponsor receives name recognition in 22 *Ready To Learn* thank you credits Monday-Sunday on 89.9 FM.
- Sponsor recognized in print materials, eNewsletter and flyers passed out to teachers and parents at workshops, events, etc.
- Sponsor recognized on WJCT's *Ready To Learn* web page.

Cost of Sponsorship: \$5,000



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