



A KUED Community Outreach Initiative

KUED, in its ongoing effort to help parents become more involved in their children's education, offers special programs, activities, and resources to Utah's communities. As public broadcasters, education has always been our job. After meeting with educators and parents, we found that the single issue they all said most needs attention is parental involvement in their child's education. As a result, KUED is striving to bring parents the tools and knowledge they'll need to help their child succeed in the classroom and beyond.

Your Education Connection combines television programs, community resources and outreach projects to encourage parental involvement in K-12 education. Research has shown that with strong parental involvement, children perform 35 percent better in school. Through the initiative, KUED connect audiences to existing educational resources and activities in the community. Additionally, KUED has built a tremendous base of materials that have achieved great success among parents, educators, students, and the general public. One of the most popular is *Education: Parental Guidance Required*, a resource guide containing practical ways for parents to become more involved in their children's education. It is distributed to Utah communities in English and in Spanish. More than 80,000 copies of the guide have been distributed to date. In addition, KUED regularly reissues its high-quality historical documentaries for use in Utah's history and social studies classrooms, as well as in public libraries statewide.

Initiative activities for the upcoming year include:

- **KUED's 13th Annual Reading Marathon:** KUED partners with public libraries and community groups statewide to promote literacy among more than 1,000 children and families each year. This two-week marathon for children will take place in November during National Children's Book Week, with a theme of *Postcards from Buster*. Because of the marathon's popularity, the January Super Reader Party will move to a larger location this year – the Grand in the Utah State Fair Park.
- **KUED's 6th Annual Young Writers and Illustrators Reading Rainbow Contest:** Open to children grades K-3, this contest encourages children to write and illustrate original stories. Nearly 500 children statewide compete in the contest. Local winners have their stories published on KUED's Web site and are eligible to compete for computers, printers and other prizes in the national *Reading Rainbow* contest. Local winners are announced at the Día de los Niños / Día de los Libros event in April.
- **Education: Parental Guidance Required:** This resource guide contains practical ways for parents to become more involved in their children's education. It is available on the Web and is also distributed to Utah schools and community organizations in English and Spanish. Currently, requests for the guide exceed 100 per month, and KUED has nearly exhausted its supply. More than 80,000 copies of the guide have been distributed to date. KUED plans to update the guide to reflect new programs, resources, and current Utah State Office of Education standards.

- **Día de los Niños / Día de los Libros:** Designed to engender a love of reading and to promote the importance of literacy, this event provides fun activities for children with a focus on books and literacy. The target audience for this event is Utah’s Spanish-speaking families. The event broadens the impact of KUED’s literacy efforts to hundreds of children in this important part of our community by providing additional bi-lingual activities and services, and connecting them to educational resources available throughout the state. KUED announces the winners of the Young Writers and Illustrators Contest at this event to encourage participation in the contest by children from Utah’s Spanish-speaking communities.
- **The Utah PTA Golden Apple Awards:** An annual awards ceremony honoring six of Utah’s top educators and two exceptional volunteers. The hour-long broadcast program features the awards ceremony, which includes short video profiles shot in each winner’s school – presenting the classrooms and teaching styles of each recipient, and comments from students and peers. Awards are presented by Utah’s Governor and First Lady.
- **Ready To Lead in Literacy:** This program is a transitional program as federal funding for Ready to Learn is ending. KUED plans to continue the core activities carried out as part of the Ready to Learn program by presenting quality, non-violent children’s television programs, workshops for parents, teachers, librarians and child caregivers on how to teach with television; and offering free books to children to increase their literacy levels. The program is designed to help kids ages 2-12 gain skills for achieving success in school and life. It specifically targets at-risk children and families statewide. KUED will partner with the state’s Head Start agencies, Utah’s PTA leaders in Title I schools, and city and county libraries on the west side of the Salt Lake valley.

Many of these educational outreach activities and resources target Utah’s at-risk children and families. In order to effectively reach these populations, KUED partners with a variety of organizations, including the state’s public libraries, the Salt Lake City Public Library, public school libraries, Title I schools, Head Start agencies, the Utah Family Center, the Utah Parent Teacher Association, Utah Reads and the Utah Education Association. KUED is proud of these activities that serve our most precious resource—our children—and extend the educational value of PBS children’s programming throughout the community.

PROJECTED BUDGET

Reading Marathon	\$ 15,000
Writer/Illustrator Contest & Día de los Niños	\$ 7,500
Parental Guidance Required Update/Reprint	\$ 29,500
Local Documentary Reversions	\$ 8,000
Ready To Learn	\$ 40,000
Golden Apple Awards	\$ 72,000
Miscellaneous Costume Rental and Supply Costs	\$ 1,500
Total Costs:	\$173,500