Children who watched *SUPER WHY!* scored 46% higher on standardized tests than those who did not watch the show.\(^2\)

**PBS KIDS is the best use of families’ screen time**

<table>
<thead>
<tr>
<th>Media Brand</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>PBS KIDS</td>
<td>37%</td>
</tr>
<tr>
<td>Disney Jr.</td>
<td>24%</td>
</tr>
<tr>
<td>Nick Jr.</td>
<td>12%</td>
</tr>
<tr>
<td>Sprout</td>
<td>11%</td>
</tr>
<tr>
<td>Cartoon Network</td>
<td>2%</td>
</tr>
</tbody>
</table>

Which media brand do you think is the best use of your family’s screen time?

After using PBS KIDS content, parents’ confidence in supporting their children’s learning and use of activities and strategies to support learning at home increased.

After engaging with *ODD SQUAD*, children’s average scores on post-tests were higher than their average scores on pre-tests for the following math skills: skip counting (25%), simple addition and subtraction (12%), and pattern recognition (7%).

*PBS KIDS* is available to America’s children through local PBS member stations across the country – reaching more kids ages 2-5, more moms with children under 6 and more children from low-income families than any other kids TV network.

Decades of research confirm that PBS KIDS’ high-quality content moves the needle in preparing kids for success in school and life – with children from the most underserved homes making the greatest gains.

Children who watched *SUPER WHY!* scored 46% higher on standardized tests than those who did not watch the show.\(^3\)

**BUILDING LITERACY SKILLS**

Preschoolers from low-income communities who participated in a PBS KIDS media-rich curriculum outscored their peers who did not participate in the curriculum on all tested measures of early literacy.

Children who used media content from PBS KIDS’ series *PEG + CAT* showed improvement in critical math areas involving ordinal numbers, spatial relationships and 3-D shapes.

**ENGAGING PARENTS AND TEACHERS**

Teachers’ confidence in their math knowledge and understanding of individual students’ learning and mathematical development improved after using PBS KIDS resources.

After using PBS KIDS content, the mathematical knowledge of children from low-income families rose to the pre-test level of children from higher-income families.

**BOOSTING MATH LEARNING**

After using PBS KIDS content, the mathematical knowledge of children from low-income families rose to the pre-test level of children from higher-income families.

**FOSTERING SOCIAL-EMOTIONAL GROWTH**

Children who watched *DANIEL TIGER’S NEIGHBORHOOD* and parents who regularly discussed it with them demonstrated greater empathy, recognized emotions better and felt more confident in social interactions than their peers who didn’t watch the show.

Relation between active mediation, exposure to *Daniel Tiger’s Neighborhood*, and US preschoolers’ social and emotional development; Eric E Rasmussen, Autumn Shafer, Malinda J. Colwell, Shawna White, Narissra Punyanunt-Carter, Rebecca L. Densley, and Holly Wright; *Journal Of Children And Media* Vol. 10, Iss. 4, 2016.

**Parents – especially those in under resourced homes – rank PBS KIDS as the most trusted and safe place for children to watch television**

To find out more about Smart Schools, check out our website:

wqed.org/education/smart-schools

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**PBS KIDS is #1 in school readiness**

How well did/does each of these networks prepare your child for school?

81% 31% 50% PBS KIDS

70% 35% 35% Sprout

64% 36% 28% Disney Jr.

59% 31% 28% Nick Jr.

49% 19% 10% 9% Cartoon Network

Children who used media content from PBS KIDS’ series PEG + CAT showed improvement in critical math areas involving ordinal numbers, spatial relationships and 3-D shapes.6

What is Smart Schools?

Smart Schools uses the power of media to educate, engage, and inspire 21st century learners, while reimagining media-first partnerships to build and sustain a new approach to educational media.

Why PBS and Smart Schools?

PBS KIDS develops content from different properties with different kinds of media platforms across the curriculum to support and nurture the development of the whole child. From young leaners just learning to read, use numbers, and gain social and emotional skills to elementary and middle school students looking to increase their knowledge of math and science, PBS programs and resources are carefully designed to work FOR children and improve their learning. Infusing PBS resources in the classroom creates more active, collaborative, and engaging student learning experiences.

How are Smart Schools made possible?

Smart Schools are made possible through the generous support of Chevron and BNY Mellon.