

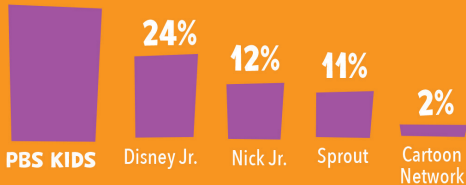
Children who watched **SUPER WHY!** scored **46% higher** on standardized tests than those who did not watch the show.³



PBS KIDS is the best use of families' screen time

37%

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



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:

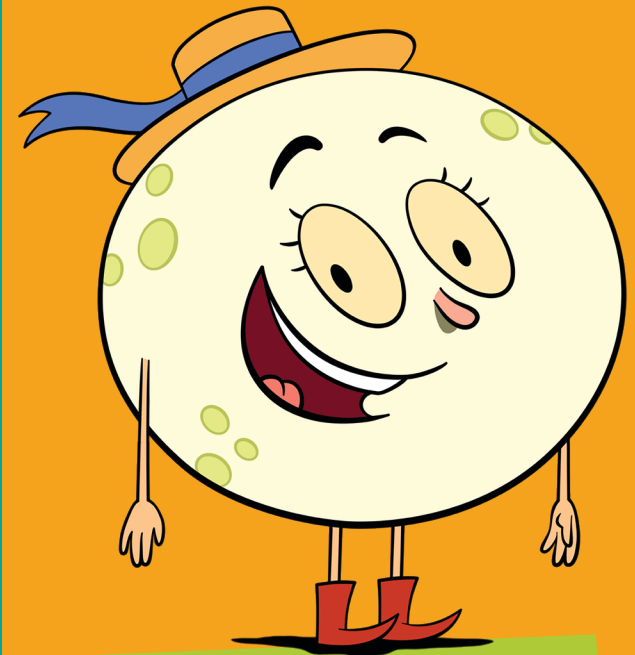
wqed.org/education/smart-schools



WQED Multimedia
4802 Fifth Avenue | Pittsburgh, PA 15213
wqed.org



SmartSchools



Preparing Today's Kids for Tomorrow's Challenges



wqed.org/education/smart-schools

WQED is teaming up with local schools to bring teachers, students, and families Smart Schools. Smart Schools empower teachers to create innovative, imaginative learning experiences for their students by infusing research-based, parent-trusted content and resources from PBS into their classrooms. Smart Schools helps to create a learning ecosystem within the community to encourage learning not only within the school, but to also pave the way for impactful out-of-school time both at home and with other community partners.

**Excite! Educate! Explore the impact of WQED!
Welcome to Smart Schools!**

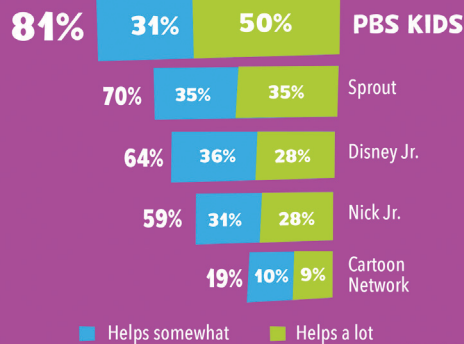


After engaging with ODD SQUAD, children's average scores on post-tests were higher than their average scores on pre-tests for the following math skills: skip counting (25%), simple addition and subtraction (12%) and pattern recognition (7%).⁴



PBS KIDS is #1 in school readiness

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



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 learners 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.

