

# Iowa Public Television



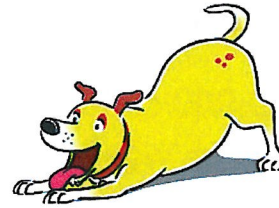
- **2 million** people watch Iowa Public Television each month.
- **More than 260,000** children ages 2-11 watch Iowa Public Television's programming each week.
- **9 out of 10** watch IPTV or use our services at least once a month.
- **For two consecutive ratings periods**, Iowa Public Television's KDIN was the most-watched public television station in the country.
- **Nearly 1.5 million** visited [www.iptv.org](http://www.iptv.org) in the last year.
- **Nearly 57,000** support IPTV through their membership in Friends of Iowa Public Television.
- **Nearly 600** hours of locally produced programs are broadcast annually.
- **Two-thirds** of Iowa teachers use IPTV content in their classroom.
- **850** Iowa childcare providers serving approximately 34,000 children have completed IPTV's "Raising Readers: Preparing Preschoolers for Success" online professional development course.
- **155,232 Iowa students/teachers** have participated in IPTV's K-12 Connections educational interactive videoconferences over the past five years.
- **Nearly 80,000** attended Dan Wardell's Reading Road Trip in the last five years.
- **57 hours** of quality public television programming each day on our three channels – IPTV, IPTV LEARNS, and IPTV WORLD.

*Our mission:  
to educate, inform, enrich, and inspire Iowans*



## ***Educators Use and Trust IPTV Resources***

Iowa educators rated IPTV as the most-trusted source of educational media resources for use in the classroom, with 97.9% of survey respondents indicating that they trust IPTV content in the classroom, according to a survey completed in December 2012. The same survey revealed that nearly two-thirds (63%) of Iowa's teachers take advantage of IPTV's educational resources in the classroom.



## ***SuperWHY! Gives Children the Early Literacy Skills Needed for Reading Success***

This interactive daily television series featuring "super readers" on adventures is helping kids get ready to read:

- Children who watched *SuperWHY!* for eight weeks scored 46% higher on standardized tests than those who didn't watch the show.
- Preschoolers in the study were much faster at letter and sound naming, scoring 24% faster at naming letters and 44% faster at naming sounds than the control group.

## ***Kids Learn in a World of Words***

- The children's series *WordWorld* significantly strengthens early literacy skills in preschoolers, providing them with the tools needed to learn to read. Among children who watched *WordWorld* regularly:
  - Oral vocabulary skills of words featured in the episode doubled.
  - Ability to read specific words featured in *WordWorld* tripled.
  - Children in disadvantaged households where English is the second language showed significantly improved early literacy skills.

## ***Vocabulary Improves with Martha Speaks***

- Kids who played the *Martha Speaks* Dog Party mobile app for 2 weeks had a 31% gain in vocabulary tested.

## ***Literacy-Based Early Child Care***

The PBS Raising Readers online course for child care providers introduces participants to early literacy research, strategies, materials, and PBS resources that can facilitate the development of early reading and writing skills in children living in low-income households. Evaluation of the course in Iowa showed:

- Child care providers completing the course increased their use of vocabulary-building activities with the children in their care by 58%.
- The care providers' knowledge of early language and literacy development showed statistically significant increases.

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