



PBS KIDS is the recipient of the 2019 Excellence in Early Learning Digital Media Award for *Play and Learn Science*. Jean Crawford, PBS KIDS Sr. Manager of Content & Outreach, delivered acceptance remarks at the ALSC Book and Media Awards Program on Monday, June 24, 2019, during the American Library Association Annual Conference.



Excellence in Early Learning Digital Media Award

ACCEPTANCE SPEECH

On behalf of PBS KIDS and the CPB-PBS Ready To Learn Initiative, I want to thank the American Library Association for this great honor and for recognizing the value of quality digital media and the important role it can play in early learning.

In many ways, a high-quality educational app designed for young children is not that different from a children's book. Like a book, an app engages and entertains, and like a book you can hold it in your hands and cuddle with a child while you play or read together. That is a key similarity. Young children benefit most from an app or a book when a parent or another adult in their lives is present to help guide them.

For this reason, we intentionally designed the *Play & Learn Science* app as a parent-child engagement tool. At PBS KIDS we recognize that learning is greatly enhanced when children learn together with a parent, a grandparent, a teacher, or other adult in their lives.

To ensure the educational quality of the experiences in the app, every detail—from initial concepts to curriculum to final designs—was thor-



oughly vetted through three educational advisers—Kim Brenneman, an early science adviser; Rachel Walker, a literacy adviser, and Michael Conn-Powers, an expert in Universal Design for Learning.

We also believe that it is important to extend the learning beyond the screen. The games in the app were purposefully designed as catalysts for real-world exploration by modeling real-world locations and scenarios. The related hands-on science activities and parent notes prompt families to “try it” in their own homes and communities and provide supports for engaging in conversations.

The *Play & Learn Science* app was developed as part of the Corporation for Public Broadcasting and PBS Ready To Learn Initiative with funding from the U.S. Department of Education. The Ready To Learn Initiative supports the development

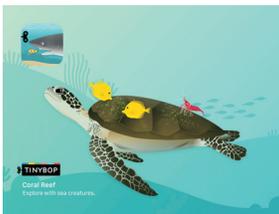
PBS KIDS is committed to making a positive impact on the lives of children through curriculum-based entertainment with positive role models and content designed to nurture a child's total well-being. With a 360-degree approach towards learning and reaching children, PBS KIDS leverages the full spectrum of media and technology to build knowledge, critical thinking, imagination, and curiosity. [Source: <https://pbskids.org/help/>]



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of innovative educational television, digital media, and hands-on learning experiences targeted to preschool and early elementary school children and their families.

These resources are intentionally designed to improve school readiness skills for kids ages 2-8, especially in those communities that need resources most. And for that reason, we're especially honored to receive this recognition. The *Play & Learn Science* app is a free resource that has been downloaded more than 720,000 times since it launched in January 2018 and is at the core of a Family & Community Learning workshop that our stations and their local community partners share with the kids and families in cities across the country. It is also central to a teaching module for preschools that

we developed in partnership with Boston University. I should mention that books are also a key component of these resources, which are designed as multi-modal experiences that always include a reading component with recommended books related to the digital media.

Thank you again for honoring us with this prestigious award. We are so proud that the *Play & Learn Science* app was chosen as the very first recipient. I encourage all of you to download the free app and play and learn with a child in your life. Thank you!

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For more information about the Excellence in Early Learning Digital Media Award, visit <http://bit.ly/EELDM>.

2019 EXCELLENCE IN EARLY LEARNING DIGITAL MEDIA AWARD COMMITTEE

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