Fred Rogers is a personal hero to me, and to many of my colleagues here at Connecticut Public. His values of kindness, inclusivity, imagination and lifelong curiosity were gently instilled in us from a very young age. These values are the roots of our public media mission and the legacy that we pass on to each new generation.

The creative seed that Mister Rogers planted lives on in new programs – all found only in the safe, non-commercial environment of PBS KIDS – alongside beloved favorites like Sesame Street and Arthur. PBS is consistently ranked as America’s #1 educational media brand, and parents rank PBS KIDS as the #1 trusted TV channel for children.

PBS KIDS continuously adapts to the needs and lifestyle of busy young families in our communities. Beyond the basics of ABCs, 123s, and social-emotional lessons, new programs focus on creative problem-solving skills, language learning, and STEM literacy. A new show coming in early 2023 introduces computational thinking for ages 3-8.

Fred Rogers saw the potential of media to help children explore their world. PBS KIDS carries on his legacy by presenting highly-trusted, award-winning programs and learning resources.

PBS KIDS makes a strong, favorable impact on school readiness and positive, self-confident behavior in children. As part of our mission to serve all children and families in our state, we have dedicated significant promotional efforts to build engagement with the amazing array of high-quality, educational content and resources available through PBS LearningMedia. We call this our Curious Families Initiative, and we are deeply grateful to the funders and donors who help us provide these services to Connecticut’s children. Your generosity benefits the future for all of us!

Sarah DeFilippis
Chief Marketing and Engagement Officer

Alma’s Way is one of the new programs from Fred Rogers’ production company, in addition to Daniel Tiger’s Neighborhood, Donkey Hodie, Odd Squad and Peg + Cat.
The Curious Families Initiative is Connecticut Public’s strategic effort to connect families of young children ages 2-8 with high quality educational programming and resources available through Connecticut Public television, our dedicated PBS KIDS 24/7 Channel, and multiple digital platforms including Web, enewsletters, mobile apps and podcasts.

During the pandemic, young children may have suffered some learning loss related to disrupted in-person school schedules and routines at home. With a focus on low-income families in our state, we are building awareness of PBS KIDS programming that helps develop school readiness, early reading and math skills, and social-emotional preparedness for classroom learning. PBS also produces excellent, well-researched support for parents and educators.

We are developing and leveraging relationships with mission-aligned partner organizations to exponentially expand our reach and engagement. We have distributed fun learning materials through children’s libraries, hospitals, health clinics, and science centers. And we are increasing visibility around the state with more traditional messaging campaigns and promotions on highway billboards, public transit and in supermarkets and pharmacies.

Visit ctpublic.org/families to explore links to the video stream, mobile apps, podcasts, parent and teacher resources, and more!
“Learning Snacks” is the title of our weekly email newsletter for parents, caregivers and educators of young children. Each week we present a themed selection of quick links to fun activities, videos and games for kids, plus ways for families to play and learn together, and lessons that teachers can share with their students. With over 8,100 current subscribers, we are helping a growing audience to feed our children’s hungry, curious minds. View past editions and subscribe at ctpublic.org/learning-snacks.

INspired learning

INprofile

The Susan Howarth Foundation, established in 2018, honors the memory of former WEDU President and CEO, Susan Howarth, a 45-year veteran of public broadcasting. As a passionate supporter of public media, the Foundation supports the stations that Susan cared so much about, enabling them to continue their innovative work in the community. Generous support for Curious Families from the Susan Howarth Foundation helps us to continue her legacy of making a difference in the lives of children.

Recognizing that the need to reach children, families, and educators with trusted educational content is more critical than ever. In addition to the Susan Howarth Foundation, the Curious Families Initiative is also supported by the Hearst Foundation, the Derx Foundation and Andy and Bonnie McKirdy. Together, these strong advocates for quality educational media are making a difference in the lives of families across Connecticut.
IN appreciation

We are profoundly grateful for the many leadership gifts, pledges honored and future commitments expressed during this time.

Connecticut Public is more than halfway through its fiscal year. During this period, Institutional Advancement witnessed an incredible surge of leadership support meeting 75% of its annual goal through the generosity of 300 individuals, grantors and foundations. Connecticut Public thrives because many of our viewers, listeners and engaged audiences lead by example – they are willing to step up to support public media and speak out about the value it brings to their lives every day.

If you haven’t made your annual leadership contribution yet, not to worry! We will reach out over the next few months to remind you why Connecticut Public is worth supporting and how to make your gift.

From all of us at Connecticut Public, thank you for supporting our important work.

TAX RECEIPT LETTERS/ACKNOWLEDGEMENTS have been sent to all contributors. If you did not receive one or need another, please contact Nicole Kimball, nkimball@ctpublic.org, 860.275.7516

The Visionary Society Presents a Live Webinar: The Essentials of Estate Planning

Join us at noon on Wednesday, March 2, with Connecticut attorneys Michael J. Reardon, Esq. and Janie L. McDermott, Esq. Learn about common myths and misunderstandings about wills, powers of attorney, and estate plans – and steps you can take to determine the kind of legacy you want to leave.

Register at ctpublic.org/estateplanning