



BEST BEGINNINGS

Alaska's Early Childhood Investment

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BEST BEGINNINGS' 1ST QUARTER PUBLIC SERVICE ANNOUNCEMENTS (Five :30 PSAs to choose from)

1. "Brain Cell Workout Partner"

Your baby's brain cells are like the muscles of a body builder. When you stimulate brain cell connections, the brain gets stronger. So if you want to help create a smart, successful child, be her "workout partner." Stimulate her brain by talking, playing, and reading together every day. And plan on plenty of reps. By firing up and strengthening those young brain cells, you're giving her the foundation she needs to succeed in life. Early Learning – it's everybody's business. This message brought to you by Best Beginnings and this station.

2. "Active Listening"

One of the easiest ways to help your child learn to read and build up his vocabulary is to listen... Actively listening to your child and encouraging dialogue by asking open-ended questions will boost his confidence and encourage language growth. Make time today to really listen. You'll be helping your child build the foundation he needs to read and write and enjoy a successful life. Early Learning – it's everybody's business. This message brought to you by Best Beginnings and this station.

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3. "Read to Your Child: Building Problem Solving"

Nursery rhymes aren't just child's play! Reading nursery rhymes to your child will make her become a better problem solver and help her brain to grow! The repetition in the rhymes will have her anticipating what comes next in the story. As you read nursery rhymes together, ask about the pictures and encourage her to say the next lines. And be patient, she'll want to hear them again and again! Early Learning – it's everybody's business. This message brought to you by Best Beginnings and this station.

4. "Economics of Early Learning"

If you heard there's a proven way to curb crime, lower school drop out rates and create a stronger, more productive workforce, wouldn't you be intrigued? It might sound too good to be true, but these are actual benefits of investing in early learning. When families and communities join forces to give children the best possible start in life, it translates to a stronger economy. Everybody benefits. Early Learning - it's everybody's business. This message brought to you by Best Beginnings and this station.

5. "Economic Hard Times and Early Learning"

In these times of economic uncertainty, it's more important than ever to make smart investments. Studies show investing in early learning can yield big benefits. Providing high quality early learning opportunities to young children can help them start school ready to learn, and increase their chances of graduating high school and becoming productive members of society. Now that's an excellent return on investment. Early Learning - it's everybody's business. This message brought to you by Best Beginnings and this station.

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