

Phoebe & Jay: Coming Soon!

A “Last Mile” Outreach and Opportunity

November 18, 2025



Panelists



Kelly B. Cartwright, Ph.D.
*Spangler Distinguished Professor
of Early Child Literacy*
University of North Carolina at
Charlotte



Genie Deez
*Co-Creator,
Executive Producer*
Phoebe & Jay



Pam Johnson, Ph.D.
*Former Executive Director,
Ready to Learn
Corporation of Public
Broadcasting*

Panelists



Anne E. Lund
*Senior Director of
Content and Curriculum*
PBS KIDS



Glen March, MD
Trustee
The Ahmanson
Foundation



Ryan Rydzewski
Communications Officer
The Grable Foundation



Thy Than
*Co-Creator,
Executive Producer*
Phoebe & Jay

Moderator



Terri Clark
Arizona Literacy Director
Read On Arizona



PBS KIDS' mission is to use the power of media to open worlds of possibilities for all of America's children.



Intentional & Educational



PHOEBE & JAY



Ready To Learn

PBS
KIDS



CLUBHOUSE

GARDEN

PBS





Executive Function Skills, PBS Kids mini-framework



PASS-IT-ON

Adult
Clothes

Kids
clothes

Toys

A green rectangular sign with a white border is hanging from a door handle. The sign has the word "Free!" printed in white, bold, sans-serif font. The door handle is a black metal lever. The door is white with a diagonal panel design. To the left of the door is a wall with floral wallpaper.

Free!











Fresh Juices \$1

- Pineapple
- Strawberry
- Mango
- Watermelon
- Cucumber
- Phoebe and Jay Special



Ms. Jean
& Houdini

Jaxxon

Mr. Gurley

Yolo,
Lupe,
and Lisa

Phylisia
Annie
Sears
Dayton
London
Paris
Pete
Phoebe
Jay
Craig
Family Tree



Bounce House Rules

No Shoes



No Food Or Drinks



Only 3 People At A Time





Taney Towers
Library
Annie Yarber
EXPIRES 12/31/2021





Fresh Juices \$1

-  Pineapple
-  ~~Strawberry~~
-  Mango
-  Watermelon
-  Cucumber

Juices



Apple



~~Strawberry~~



Mango



Watermelon

PHOEBE & JAY

The title 'PHOEBE & JAY' is rendered in a bold, white, sans-serif font with a thick purple outline. The letter 'O' in 'PHOEBE' contains a yellow checkmark, and the ampersand is also yellow. The entire title is enclosed within a purple arrow shape that points right at the top and left at the bottom, with a green arrowhead at each end. To the right of the title are two cartoon characters: a girl with dark skin and curly hair wearing an orange shirt and blue shorts, and a boy with dark skin, glasses, and a striped shirt wearing green shorts. They are standing together and smiling.

Ready To Learn



PBS
KIDS



MULTI-PLATFORM ENGAGEMENT



Production

40 x 22-minute
Animation
Live-Action Interstitials



Games & Activities

5 Games on PBS KIDS website
and app

Website includes Printables for
Family Activities



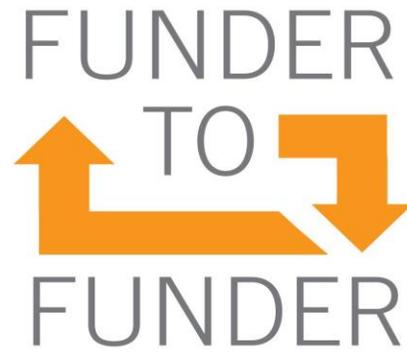
Outreach

Awareness-building
Parent/Caregiver Tools





Questions & Discussion



January Funder-to-Funder Conversation

**Families at the Center:
Proven Strategies Shaping the Future of Education**

January 20, 2026 12:30 – 2 p.m. ET

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