SAG-AFTRA FOUNDATION PRESENTS

Storyline Online

WHERE ACTORS READ TO CHILDREN
I wanted to let you know how much I appreciate such a quality site for educators. I’m well-versed on what read-aloud/along sites are out there for children. Yours is by far the best. The children enjoy the professional readings so much and the teacher’s guide has saved me so much time as I scramble to come up with digital lessons on the fly during this season of quarantine.

———

KAY S., FAYETTE, KY, ELEMENTARY LIBRARIAN
I want to let you know that Ellie’s Kindergarten teacher at Eagle Rock Elementary has included the SAG-AFTRA Foundation’s Storyline Online program in her daily at home schedule and she is enjoying watching these!

Our daughter loves to play, listen and replay all of the stories assigned to her from school and new stories she finds on her own. My husband and I love seeing all of the actors we grew up with and love — including James Earl Jones and Melissa Gilbert — how awesome!

A fellow teacher recommended Storyline Online and we happened to watch Chris Pine’s reading. Not only did it cheer my son up, but he spoke of something I was unaware of. My son has a scar on his lip and for the first time, he opened up about it. Now he feels confident that “cool” is due to our differences. Chris infected him with confidence and humility! Thank you for bringing such a bonding opportunity for us!

Matt C.
Los Angeles, CA
Parent

Peg, Steve, Valentina and Sebastian
Indianapolis, IN
Family

Aide M.
Teacher and Parent
The SAG-AFTRA Foundation’s award-winning children’s literacy program Storyline Online® is a digital library featuring the world’s best storytellers reading children’s books aloud alongside creatively produced illustrations. Actors are born storytellers and have the ability to bring characters and words to life.

A trusted educational brand since 2001, Storyline Online® has seen significant growth since remote learning has become a standardized norm within households. Boasting a 300% increase in views, and 1,200% surge in complementary activity guide downloads, the initiative has seen a sharp spike in interaction, shares, and likes, proving to be an essential online resource for families learning at home.

Aimed at young children in K-4th grades, Storyline Online® inspires and champions a love of reading. Reading aloud is the bedrock of literacy development and is the single most important activity for reading success. Children listen on a higher language level than they can read, making it all the more important to be read aloud to, introducing new vocabulary and language patterns that are not yet part of their everyday speech.

Episodes run between 7-15 minutes with each story exploring an underlying theme such as community spirit, kindness to others, honesty, perseverance, responsibility, and compassion for others, all demonstrating positive behaviors and connecting kids to new worlds, and allowing them to experience lives different from their own.

Storyline Online® has made a significant impact advancing children’s literacy and enriching children’s lives in the U.S. and around the globe.

“Storyline Online® is a fun and educational way to engage children in reading and also to set them on the path to live their best lives.”

Oprah Winfrey on Storyline Online®

Ray Romano

Allison Janney
LITERACY CRISIS IN THE U.S.

1 in 4 American children grow up without learning how to read.

85% of juveniles who face trial in the juvenile court system cannot read their verdict.

25m children in the United States today cannot read proficiently.

33% of 4th graders read at or below basic levels.

4x students who don’t read proficiently by 3rd grade are four times as likely to drop out of school.

Sources: Reading is Fundamental, Begin to Read, National Center for Education Statistics, Meaningful Differences Study, Write Express Corporation, Annie E. Casey Foundation
Storyline Online® currently streams 63 videos with an average of 15 million views per month and serves as a platform to inspire a love of reading in children in schools, hospitals and homes around the world. Students, teachers, librarians, parents and other caretakers worldwide watch Storyline Online® videos. The program’s format is also a tool for English language learners and special needs students of all ages. Storyline Online® is a free and ad-free literacy resource, available for children, parents and educators via the website, YouTube, SchoolTube, Vimeo, and a free mobile app for Apple and Android devices.

**WORLDWIDE REACH**

Storyline Online® is viewed in every country in the world. Here are five with the most views:

- **United States** - 79.6%
- **Australia** - 4.4%
- **Canada** - 4.2%
- **United Kingdom** - 1.9%
- **New Zealand** - 1.6%

**63 TOTAL VIDEOS**

**178 TOTAL COUNTRIES WATCHING**

**151M TOTAL 2020 VIEWS**

**3.7M VIEWS IN JUNE 2021**

**765M TOTAL ALL-TIME VIDEO VIEWS**

**25% INCREASE FROM 2020 - 2021**
## Awards and Endorsements

<table>
<thead>
<tr>
<th>Year</th>
<th>Award</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>2020</td>
<td>Notable Children’s Digital Media</td>
<td>Recognized as one of the best real-time, dynamic, and interactive media content providers for children</td>
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<tr>
<td>2019</td>
<td>AASL Award</td>
<td>Recognized as one of the best websites for teaching and learning</td>
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<tr>
<td>2018</td>
<td>Nominated for a Daytime Emmy®</td>
<td>An honor by the Television Academy; nominated for Outstanding Special Class - Short Format Program</td>
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<td>2017</td>
<td>Communicator Award</td>
<td>An award of distinction for their children’s website category</td>
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<td>2016</td>
<td>MobileWebAward</td>
<td>Best Education Mobile Application from the Web Marketing Association</td>
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<tr>
<td>2016</td>
<td>Parent’s Choice Award</td>
<td>An award recommending the best in children’s media</td>
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<tr>
<td>2016</td>
<td>Telly Award</td>
<td>Representing the very best in video and television across all screens</td>
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#DISTANCELEARNING

**Storyline Online**
March 13 • 🛑

With school closures around the country due to #coronavirus, please use our FREE children's literacy resource featuring the world's best storytellers reading books aloud. Each video includes an activity guide with lessons for K-5 students to do at home. [www.storylineonline.net](http://www.storylineonline.net)

**Storyline Online**

**A FREE LITERACY PROGRAM WHERE ACTORS READ TO CHILDREN**

**STORYLINEONLINE.NET**

| 10,507,974 People Reached | 875,480 Engagements |

@StorylineOnline

@StorylineOnline

playlearnkids Having @oprah read a book 😊 to your kids in their room???? Yes, please!!! 😊 Couldn't have asked for a better break in their school day. Thanks @storylineonline for all of your FREE stories and giving me a much needed break 😊

@StorylineOnline

thatdoddsquad Look - all 3 kids are occupied for 5 minutes!! Thanks @StorylineOnline. Quarantine with 3 kids while Michael tears apart the whole house renovating has me oh so thankful for every single second I can get to myself. 😊

@StorylineOnline

@CristinaFlores_MrsGalFlo

I just want to give a shout out to @americamil @storylineonline for making our stay at home easier in 2 languages 😊 for the first time in over 6 weeks I was able to drink my coffee... warm! #DetroitMom #StayHome #Gracias #QuedateEnCasa

@CristinaFlores_MrsGalFlo

@carrie_stays_at_home_right_now

I'm not sure which is better: my kids sharing this chair to listen to a story or the fact that @kirkconnole is reading them the story. @storylineonline is fantastic
MEDIA COVERAGE
FROM MARCH 15 - APRIL 28, 2020

The New York Times | USA TODAY | People | yahoo!

DEADLINE | Univision | KTLA 5 | npr | NEW YORK POST

Forbes | HUFFPOST | Time Out | TRAVEL LEISURE

backstage | c|net | TOWN & COUNTRY | business.com

POPSUGAR | BuzzFeed | Daily Mail | WIRED
Jimmy Fallon, Betty White and more celebs read books to kids with online story time

Mary Cadden  USA TODAY
Published 5:00 a.m. ET Mar. 23, 2020

Storyline Online

The Screen Actors Guild Foundation (SAG-AFTRA) created the children’s literacy website storylineonline.net which features videos of actors reading children’s books alongside produced illustrations. Each book has a recommended grade level and activity guides.


With every kid in the country being home-schooled, business is booming for Storyline Online, SAG-AFTRA Foundation’s children’s literacy website, which streams free videos of well-known actors reading aloud from children’s books.

“We’ve seen a major spike in traffic to our site, video views and activity guide downloads,” SAG-AFTRA Foundation president Courtney B. Vance told Deadline. “During peak learning hours in the COVID-19 pandemic, we are often receiving over 2,000 views a minute on our website.”

Viewers have more than tripled, and downloads of activity guides for teachers and parents have skyrocketed more than tenfold during the coronavirus pandemic, when remote learning became the standardized norm within households. The site received more than 8 million video views from March 15-April 15 last year but had over 25 million views during the same period this year. And while a year ago there were more than 14,000 downloads of the parent/teacher guides, this year there were more than 180,000 in that same one-month span.
K-12 online classes and activities to continue school at home during coronavirus
Attention, parents: Here's how to keep the remote learning when schools are closed.

Storyline Online
A children's literacy website from the SAG-AFTRA Foundation, Storyline Online streams videos featuring award-winning actors reading children's books with illustrations. Each book includes a supplemental curriculum developed by an elementary school educator, which aims to improve comprehension and verbal and written skills, particularly for English-language learners. Celebrity readers include Viola Davis, Chris Pine, Kevin Costner, Annette Bening, James Earl Jones, Betty White and dozens more.

Authors and celebrities are reading to kids online during quarantine
By Mary Huha

The SAG-AFTRA Foundation's children's literacy Web site Storyline Online streams videos of top actors reading children's books while viewers watch the stories come to life with illustrations and some animation. Among the dozens of choices are Oprah Winfrey reading "The Hula-Hoopin' Queen" by Thelma Godin; Evelyn Coleman's "To Be a Drum," read by James Earl Jones; and Allison Janney's take on "Carla's Sandwich" by Debbie Herman. Most of the readings are for young kids, and are about 10 minutes long.

And don't forget, kids will certainly enjoy their own parents reading to them, too.
18 At-Home Ideas To Keep Kids Busy And Entertained During The Coronavirus Outbreak

As more schools close, here are useful resources for parents, kids, and teachers.

by Melissa Jameson
BuzzFeed Staff

With the coronavirus closing down school districts across the country, we wanted to share useful resources to help keep kids busy, entertained, and learning at home. Find them below — and leave any favorites we missed in the comments! 😊

1. Listen to storytime from celebs at Storyline Online.

Queue up books read by everyone from Kristen Bell to Betty White to Oprah.
Each video comes with a downloadable Activity Guide for teachers and parents that aligns with Common Core Standards that strengthen verbal, written and comprehension skills. Aimed at K-4th grade students, these activities encourage children to engage in critical thinking activities and explore the themes of the book.
Turkey Trouble
Read by: Marc Maron
Written by: Wendi J. Silvano

A Tale of Two Beasts
Read by: Sarah Silverman
Written by: Fiona Roberton

Turkey Trouble
Read by: Marc Maron
Written by: Wendi J. Silvano

The Case of the Missing Carrot Cake
Read by: Wanda Sykes
Written by: Robin Newman

I Need My Monster
Read by: Rita Moreno
Written by: Amanda Noll

¡Los zombis no comen verduras! / Zombies Don’t Eat Veggies!
Read by: Jaime Camil
Written by: Megan and Jorge Lacera

Al Gore
Ernest Borgnine
Molly Ephraim

Allison Janney
Esai Morales
Nancy Cartwright

Amanda Bynes
Haylie Duff
Oprah Winfrey

Amber Rose Tamblyn
Hector Elizondo
Pamela Reed

Angela Bassett
Jaime Camil
Parker Bates

Annette Bening
James Earl Jones
Rami Malek

Barbara Bain
Jane Kaczmarek
Rashida Jones

Betty White
Jillian Estell
Ray Romano

Bonnie Bartlett
Justin Theroux
Reid Scott

Bradley Whitford
Karan Brar
Rita Moreno

Caitlin Wachs
Katie Leclerc
Robert Guillaume

Camryn Manheim
Kevin Costner
Rose Byrne

CCH Pounder
Kiernan Shipka
Sarah Silverman

Chris O’Dowd
Kristen Bell
Sean Astin

Chris Pine
Lily Tomlin
Tamera Mowry

Chrissy Metz
Lonnie Chavis
Tia Mowry

Christian Slater
Mackenzie Hansicsak
Tony Hale

Cynthia Erivo
Marc Maron
Ty Burrell

David Harbour
Mark Duplass
Vanessa Marano

Dulé Hill
Mary Steenburgen
Viola Davis

Ed O’Neill
Melissa Gilbert
Wanda Sykes

Elijah Wood
Michelle Yeoh
William Daniels

Eric Close
Mindy Sterling

Our first story in English and Spanish!
# Sponsorship Opportunities

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<tr>
<th><strong>PRESENTING SPONSOR</strong></th>
<th><strong>$500,000</strong></th>
<th>12-MONTH TERM</th>
<th>8 BOOKS PRODUCED</th>
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<td>- Banner ad on StorylineOnline.net</td>
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<td>- Logo on Teacher Activity Guides</td>
<td>- Branding in all emails sent to Storyline Online® email database (102,000+)</td>
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<td>- Mutually agreed upon social media exposure</td>
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The SAG-AFTRA Foundation is a 501(c)(3) nonprofit organization dedicated to increasing children’s literacy through its award-winning signature program Storyline Online®.

The SAG-AFTRA Foundation provides emergency health and financial assistance for performing artists in times of urgent need, as well as free career development and educational programs that offer the tools and resources needed to stay on the cutting edge of industry demands.

For more information visit sagaftra.foundation.
INSPIRE AND ELEVATE THE NEXT GENERATION.

MAKE YOUR COMPANY A PART OF OUR STORY.

SUPPORT STORYLINE ONLINE®.
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