



R I S I N G   A C A D E M Y  
N E T W O R K

## **Rising On Air - SMS**

With the closure of schools due to the COVID19 pandemic, Rising has adapted our foundational learning content to create a series of 20-week radio programs that will strengthen and build students' reading and math skills, even when they are out of school.

To enhance the effectiveness of our radio programming, we have developed a complementary 20-week series of SMS content. We focus on parents as the recipient of our messages and the role they play in supporting children as regular, engaged radio listeners and learners.

Before launching our SMS series, we started by piloting SMS content with parents and learned that many of them were

- Not aware of the radio lessons that were already being aired (in some cases, for weeks)
- Concerned about their children being out of school, and looking for suggestions to support them
- Receptive to receiving SMS and were interested in receiving more messages
- Experiencing higher levels of stress generally but also due to their children being home (e.g. I'm yelling more than I was before)

Based on our goals for the SMS program and our findings from our early research with parents, we developed an overall plan for Rising On Air's SMS series. The series includes different message types that aim to:

- (1) Increase awareness of the radio programming (e.g. reminders about the time different lessons are aired, and on which radio frequency)
- (2) Provide helpful tips for improving participation in radio lessons (e.g. ensure your child has a quiet place to listen, encourage an older sibling to join in for support)
- (3) Provide positive parents tips to support parents during a stressful time (e.g. advice to parents on creating a consistent routine for children while they are out of school)

We start the program with more frequent messages to help families prepare for radio learning and build good radio listening habits. We then scale back the frequency to provide ongoing encouragement and useful information.

To develop the specific content of the messages, we are taking an iterative approach that incorporates feedback from parents to inform subsequent messaging. New SMS content will be shared as the development process progresses.

Introduce SMS Program	Phase	Week	Mon	Tue	Wed	Thu	Fri
Schedule reminder	Preparation phase	Week 1					
Radio prep tip		Week 2					
Radio listening tip	Habit building phase	Week 3					
After the lesson tip		Week 4					
Friendly encouragement	Encourage engagement phase	Week 5					
Positive parenting		Week 6					
	Support radio listening and introduce positive parenting	Week 7					
		Week 8					
		Week 9					
		Week 10					
		Week 11					
		Week 12					
		Week 13					
	Incorporate more positive parenting	Week 14					
		Week 15					
		Week 16					
		Week 17					
		Week 18					
		Week 19					
		Week 20					

### SAMPLE MESSAGES

Schedule reminder	Radio lesson schedule: Mon. 10AM 95.3 - G1-G2 Reading Tuesday 10AM 95.3 - G1-G2 Math Wednesday 10AM 95.3 - G1-G2 Reading
Radio prep tip	TIP: Write down the radio schedule and get batteries for your radio.
Radio listening tip	TIP: Assign a "special helper" to listen to the radio with your child. The first 10 minutes are the most important to listen to together.
After the lesson tip	TIP: After the lesson, ask "How did you enjoy today's lesson? Can you teach me a word you practiced?"
Friendly encouragement	Your principal, Mr. XXXXX sends greetings to the family. Thank you for everything you are doing to help your child learn.
Positive parenting	Telling stories about your family history can help children feel connected, communicate better, do better in school, and help them cope with stress and anxiety!

Week #	Monday	Tuesday	Wednesday	Thursday	Friday
1	A Radio Education Program is starting. Listen next week on 98.3.	Listen at 9AM and 10AM on 98.3. Radio Education Program starts on Monday.	Your child can learn at home. Listen to Radio Lessons. Next week on 98.3 9AM to 11AM.	98.3 Radio Schedule: G1-3-Reading & Math 9AM G4-6-Reading & Math 10AM	98.3 Radio Schedule: G1-3-Reading & Math 9AM G4-6-Reading & Math 10AM
2	Radio Lesson - 98.3 FM: G1-3 Maths and Reading - 9AM G4-6 Maths and Reading - 10AM		TIP: Prepare a quiet place in the house to listen to radio lessons.		TIP: Your child should start radio lessons on time.
3	Radio Lesson - 98.3 FM: G1-3 Maths and Reading - 9AM G4-6 Maths and Reading - 10AM		TIP: Your child should have a friend or helper to listen to the radio with them.		Congrats! We have done 2 weeks of radio lessons! Thank you for helping your child!
4	Radio Lesson - 98.3 FM: G1-3 Maths and Reading - 9AM G4-6 Maths and Reading - 10AM		TIP: Your child should listen to radio lessons in a quiet place.		The teachers from [ORG. ] say THANK YOU for helping your child with radio lessons.
5	TIP: Your child should have a notebook and pencil for radio lessons!		ASK: After the radio lesson, ask your child: "Please tell me about a story you heard".		Your child has listened to 1 month of radio lessons. Congratulations!
6	TIP: Tell you child you are proud of them for doing their radio lessons.		ASK: After the radio lesson, ask your child: "Show me how you count numbers".		[Person X] sends greetings. Thank you for listening to radio lessons.