

SAG-AFTRA FOUNDATION PRESENTS

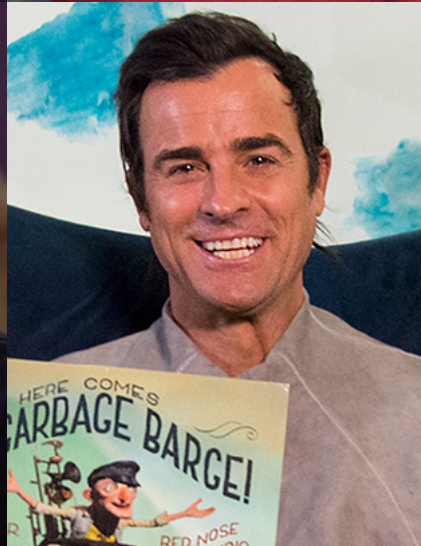
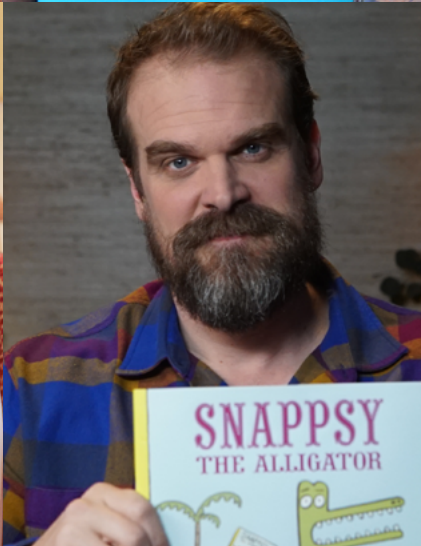
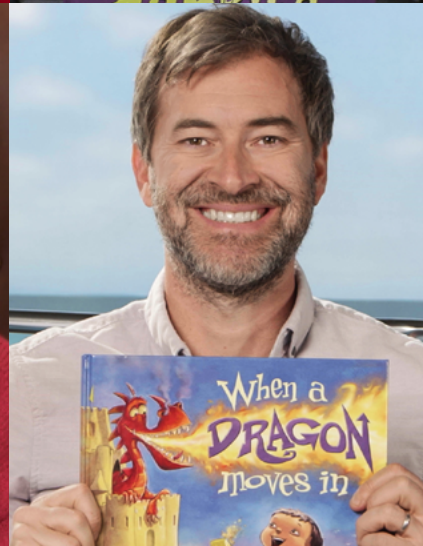
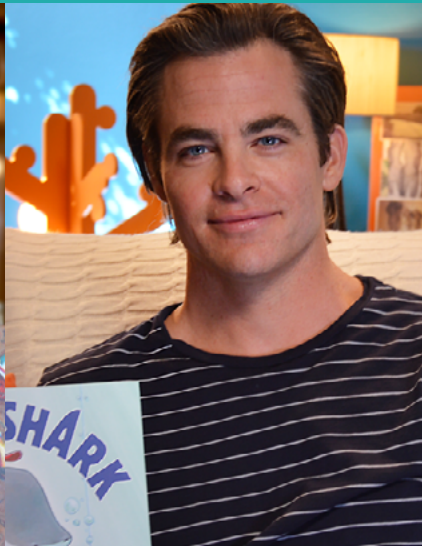
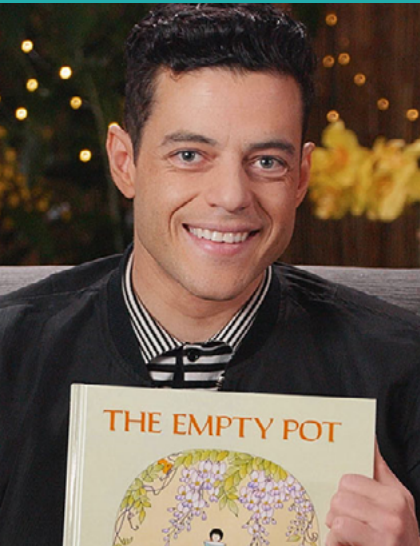
# Storyline Online<sup>®</sup>

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



## TESTIMONIALS



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!

---

**Matt C.**  
Los Angeles, CA  
Parent



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!

---

**Peg, Steve, Valentina and Sebastian**  
Indianapolis, IN  
Family



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!

---

**Aide M.**  
Teacher and Parent



## ABOUT

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-4<sup>th</sup> 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.

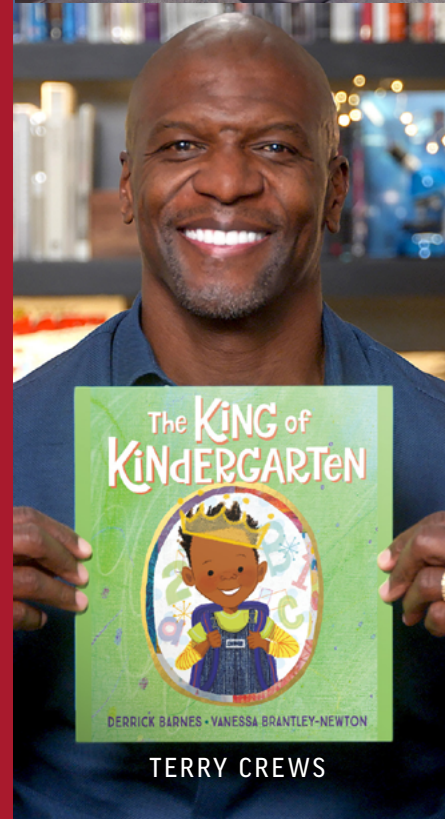
Storyline Online® has made a significant impact advancing children's literacy and enriching children's lives in the U.S. and around the globe.



“ ”

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



TERRY CREWS



ALLISON JANNEY



## LITERACY CRISIS IN THE U.S.

**1 in 4**

American children  
grow up without  
learning how to read.

---

**33%**

of 4th graders read at  
or below basic levels.

**25M**

children in the  
United States today  
cannot read proficiently.

**85%**

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

---

**4x**

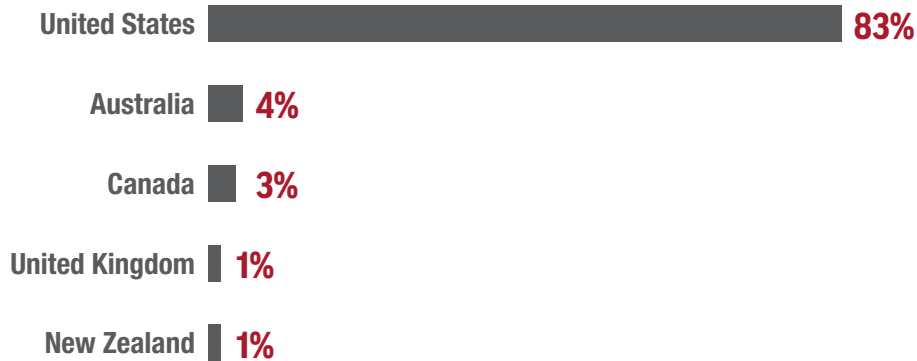
Students who don't read proficiently  
by 3rd grade are four times as likely  
to drop out of school.

## REACH

Storyline Online® currently streams 69 videos 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:



# 15%

INCREASE FROM 2021 - 2022

# 69

TOTAL VIDEOS

# 178

TOTAL COUNTRIES WATCHING

# 66.5M

TOTAL 2021 VIEWS

# 6.9M

VIEWS IN MARCH 2022

# 880M

TOTAL ALL-TIME VIDEO VIEWS



# AWARDS AND ENDORSEMENTS



Endorsed by the **American Federation of Teachers**  
Representing 1.7 million teachers and educational professionals



Endorsed by the  
**American Library Association**

2021

2020

2019

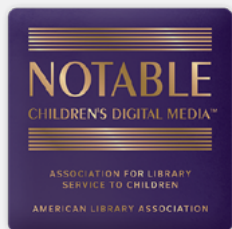
2018

2017

**Parents.**

**Parents.com**

Named #1 Best Educational  
YouTube Channel for Kids.



**Notable Children's  
Digital Media**

Recognized as one of the  
best real-time, dynamic, and  
interactive media content  
providers for children



**AASL Award**

Recognized as one of the best  
websites for teaching and learning



**Nominated for a  
Daytime Emmy®**

An honor by the Television Academy;  
nominated for Outstanding Special  
Class - Short Format Program



**Communicator Award**

An award of distinction for their  
children's website category



**MobileWebAward**

Best Education Mobile Application  
from the Web Marketing Association

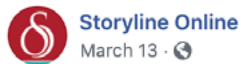


**Telly Award**

Representing the very best in video  
and television across all screens

# #DISTANCELEARNING

772,700+  
SUBSCRIBERS AND FOLLOWERS



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)



A FREE LITERACY PROGRAM  
WHERE ACTORS READ TO CHILDREN

STORYLINEONLINE.NET



10,507,974  
People Reached

875,480  
Engagements

👍❤️😮 8.4K

1.4K Comments 131,611 Shares



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 😊



that.dodd.squad 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. 😊



Cristina Flores @MrsGalFlo · Apr 24  
I just want to give a shout out to @jaimecamil @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 🏠



carrie\_stays\_at\_home\_right\_now





# MEDIA COVERAGE

FROM MARCH 15 - APRIL 28, 2020

The New York Times



People

yahoo!

DEADLINE



**NEW YORK POST**

Forbes

**HUFFPOST**



**TRAVEL+  
LEISURE**

backstage★



TOWN&COUNTRY

business.com

POPSUGAR.

**BuzzFeed**

Daily **Mail**  
.com

**WIRED**

BOOKS

## Jimmy Fallon, Betty White and more celebs read books to kids with online story time

Mary Cadden USA TODAY

Published 6:00 a.m. ET Mar. 23, 2020



### Storyline Online

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

Among the readers: Betty White reading "Harry the Dirty Dog," author Jannell Cannon reading her book "Stellaluna" and Rose Byrne reading "The Tale of Peter Rabbit."

# DEADLINE

## SAG-AFTRA Foundation's Storyline Online Sees Viewership Triple During Pandemic

By David Robb

April 24, 2020 11:16am



Rami Malek and Lily Tomlin read for Storytime Online program.  
SAG-AFTRA Foundation

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.

 **Alison DeNisco Rayome** · April 14, 2020 7:11 a.m. PT



### 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.

# NEW YORK POST

LIVING

## Authors and celebrities are reading to kids online during quarantine

By **Mary Huhn**

April 17, 2020 | 1:07pm

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.



"Carla's Sandwich."  
Courtesy

Parents • Mar 16, 2020

## 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](#).



youtube.com



Queue up books read by everyone from [Kristen Bell](#) to [Betty White](#) to [Oprah](#).

Popsugar > Family > Little Kids > Storyline Online: Celebrities Reading Kids' Books on YouTube

## Beat Boredom With a YouTube Channel Where Celebs Like Rami Malek Read Kids' Books Aloud



March 27, 2020  
by **MURPHY MORONEY**

6.8K Shares



[View On One Page](#)

[Start Slideshow](#)



← USE ARROW KEYS →

Now that many schools around the United States have closed until further notice, we've pretty much been scrambling to [find online resources](#) to keep our kids busy. On top of [educational movies](#) to stream, [easy-to-do crafts and experiments](#), and a select number of [children's book authors](#) reading their titles aloud, we're grateful for any assistance we can get. Fortunately, [Storyline Online's YouTube channel](#) has a vast library of free videos in which celebrities read popular kids' books out loud. Keep reading to get a peek at these virtual story times featuring stars like David Harbour, [Kristen Bell](#), Allison Janney, and more!



## ACTIVITY GUIDES

The SAG-AFTRA Foundation is reaching out to families all over the world to bring attention to our supplemental educational and curriculum to help children, parents and caregivers keep distance learning goals on track.

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-4<sup>th</sup> grade students, these activities encourage children to engage in critical thinking activities and explore the themes of the book.

SAG-AFTRA FOUNDATION PRESENTS

Storyline Online

**A TEACHER'S GUIDE**

SUGGESTED GRADE LEVEL: K - 3<sup>rd</sup>

**ZOMBIES DON'T EAT VEGGIES!**

Created by Megan Lacera and Jorge Lacera

**ZOMBIES DON'T EAT VEGGIES!**

WRITTEN BY MEGAN AND JORGE LACERA

ILLUSTRATED BY JORGE LACERA

Watch Jaime Camil read this story at [storylineonline.net](http://storylineonline.net)

### READING AND WRITING

SUGGESTED GRADE LEVEL: K - 3<sup>rd</sup>

#### ELA COMMON CORE STANDARD

**Reading Literature:** Students read and respond to works of literature with emphasis on comprehension, making connections among ideas and between texts with focus on textual evidence. (Standards listed below are for 1<sup>st</sup> and 2<sup>nd</sup> grade but can be adapted to Kindergarten or 3<sup>rd</sup> grade standards.)

#### BEFORE VIEWING

**Standards:** CCSS.SL.1.1, CCSS.SL.2.1

**Objective:** Tap knowledge and build background to prepare for reading the story.

#### Procedure:

- Step 1:** Build background for students by discussing the following points:
- Similarities and differences among people in families.
  - Spanish language: Familiar words
  - Zombie: Tap knowledge and lead a discussion on the fictional character.
- Step 2:** Introduce the book. Tell students they will be reading a book about a Zombie family, *Zombies Don't Eat Veggies*. Ask them to predict what the story might be about.

#### DURING VIEWING

**Standards:** CCSS.SL.1.2, CCSS.SL.2.2, CCSS.RL.1.1, CCSS.RL.2.1

**Objective:** Students will listen to the story and answer teacher posed questions appropriately.

#### Procedure:

- Stop the video at appropriate parts to ask questions or pose prompts. Suggestions:
- Ask students to make some personal connections to the main character. Have they ever felt like this?
  - Point out and discuss the speech bubbles.
  - Have students use context clues to tell the meaning of the Spanish words in the story.

#### REREAD FOR AUTHOR'S CRAFT – HUMOR

Reread the story with the class focusing on the humor in the story. Some examples:

- "Mo's attempts were fruitless."
- "Ready to chase some humans in the marathon next week?"
- Names of the dishes that Mo's family is enjoying.

PAGE 2 • A TEACHER'S GUIDE • ZOMBIES DON'T EAT VEGGIES • © 2020 SAG-AFTRA FOUNDATION  
About This Guide: The purpose of this guide is to enhance the ELA curriculum by providing quality children's literature to engage students in listening to expressive read alouds. Suggested story related activities are aligned with ELA Common Core Standards.

### ACROSS THE CURRICULUM ACTIVITIES

#### PERFORMING ARTS – READERS THEATER

**OBJECTIVE —**  
Students will practice reading with fluency and expression.

**LITERACY STANDARDS —**  
CCSS.WF.1.4, CCSS.RL.1.6, CCSS.WF.2.4, CCSS.RL.2.6

**MATERIALS —**  
Copy of *Zombies Don't Eat Veggies*

#### PROCEDURE —

Students work in groups of four (narrator, Mo, Mom, Dad) practicing reading each part with expression and fluency. Allow groups to present to class.

#### SCIENCE/MATH

**Science:** Nutrition | **Math:** Interpreting Data and Graphing

**MATERIALS —**  
Various fruits and vegetables (teacher's choice)

Tray (one per group)  
Small paper plates (one per student)  
Tongue sticks  
Tally Chart listing fruits and vegetables for tasting (optional for students)  
(Graph paper (optional for students))

**Teacher Prep:**  
Prepare a Tasting Tray for each group.

Prepare a class tally chart (Like iLearning It) and a graphing sheet.

#### PROCEDURE —

- Step 1:** Present a mini lesson to students on the importance of vegetables in our diet. Hold a discussion with students about the vegetables they are familiar with and like to eat. Tell students that although we may think we don't like vegetables, it's important that we learn to like them in order to eat healthy.
- Step 2:** Present a Tasting Tray to each group. Identify each item on tray.
- Step 3:** Explain to students that each of them will be tasting the vegetables. Give your specific directions for tasting. After students taste each vegetable, ask for a show of hands indicating who "likes it" and who is "learning it."
- Step 4:** Record results on class tally chart.
- Step 5:** After tasting use the tally chart to graph results.

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**1200% ↑**

**INCREASE IN DOWNLOADS**

**APRIL 2020**

### CENTRAL MESSAGE

Name: \_\_\_\_\_



I can identify the problem, solution, and central message in a story.

#### PROBLEM •

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#### SOLUTION •

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#### WHAT CAN WE LEARN? •

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**MOST VIEWED!**

### ***Arnie the Doughnut***

**Read by:** Chris O'Dowd

**Written by:** Laurie Keller



### ***Maddi's Fridge***

**Read by:** Jennifer Garner

**Written by:** Lois Brandt



### ***Henry Holton Takes the Ice***

**Read by:** Ray Romano

**Written by:** Sandra Bradley



### ***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



**OUR FIRST STORY IN ENGLISH + SPANISH!**

### ***¡Los Zombis No Comen Verduras! / Zombies Don't Eat Veggies!***

**Read by:** Jaime Camil

**Written by:** Megan and Jorge Lacera

## **STORYLINE ONLINE® READERS**

Al Gore

Allison Janney

Amanda Bynes

Amber Rose Tamblyn

Angela Bassett

Annette Bening

Barbara Bain

Betty White

Bonnie Bartlett

Bradley Whitford

Caitlin Wachs

Camryn Manheim

CCH Pounder

Chris O'Dowd

Chris Pine

Chrissy Metz

Christian Slater

Connie Britton

Cynthia Erivo

David Harbour

Dulé Hill

Ed O'Neill

Elijah Wood

Eric Close

Ernest Borgnine

Esai Morales

Haylie Duff

Hector Elizondo

Jaime Camil

James Earl Jones

Jane Kaczmarek

Jennifer Garner

Jillian Estell

John Lithgow

Justin Theroux

Karan Brar

Katie Leclerc

Kevin Costner

Kiernan Shipka

Kristen Bell

Lea Michele

Lily Tomlin

Lonnie Chavis

Mackenzie Hansicksak

Marc Maron

Mark Duplass

Mary Steenburgen

Melissa Gilbert

Michelle Yeoh

Mindy Sterling

Molly Ephraim

Nancy Cartwright

Oprah Winfrey

Pamela Reed

Parker Bates

Rami Malek

Rashida Jones

Ray Romano

Reid Scott

Rita Moreno

Robert Guillaume

Rose Byrne

Sarah Silverman

Sean Astin

Seth Meyers

Tamera Mowry

Terry Crews

Tia Mowry

Tony Hale

Ty Burrell

Vanessa Marano

Viola Davis

Wanda Sykes

William Daniels

# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR

**\$500,000**

**12-MONTH TERM  
8 BOOKS PRODUCED**

- Logo on StorylineOnline.net
- Banner ad on StorylineOnline.net
- Logo on Teacher Activity Guides
- Mutually agreed upon social media exposure
- Inclusion in a dedicated Storyline Online® Sponsor Press Release
- Acknowledgement on SAG-AFTRA Foundation Sponsor page on [sagaftra.foundation](http://sagaftra.foundation)
- Branding in all emails sent to Storyline Online® email database (108,000+)

## PREMIER SPONSOR

**\$250,000**

**6-MONTH TERM  
4 BOOKS PRODUCED**

- Logo on StorylineOnline.net
- Banner ad on StorylineOnline.net
- Logo on Teacher Activity Guides
- Mutually agreed upon social media exposure
- Acknowledgement on SAG-AFTRA Foundation Sponsor page on [sagaftra.foundation](http://sagaftra.foundation)
- Branding in all emails sent to Storyline Online® email database (108,000+)

## SUPPORTING SPONSOR

**\$125,000**

**3-MONTH TERM  
2 BOOKS PRODUCED**

- Logo on StorylineOnline.net
- Logo on Teacher Activity Guides
- Mutually agreed upon social media exposure
- Acknowledgement on SAG-AFTRA Foundation Sponsor page on [sagaftra.foundation](http://sagaftra.foundation)
- Branding in all emails sent to Storyline Online® email database (105,000+)

## SINGLE-BOOK SPONSOR

**\$40,000**

- Logo on sponsored book page on StorylineOnline.net
- Logo on Teacher Activity Guides
- Mutually agreed upon social media exposure
- Acknowledgement on SAG-AFTRA Foundation Sponsor page on [sagaftra.foundation](http://sagaftra.foundation)
- Branding in all emails sent to Storyline Online® email database (108,000+)

# SAG-AFTRA FOUNDATION

# ABOUT

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.

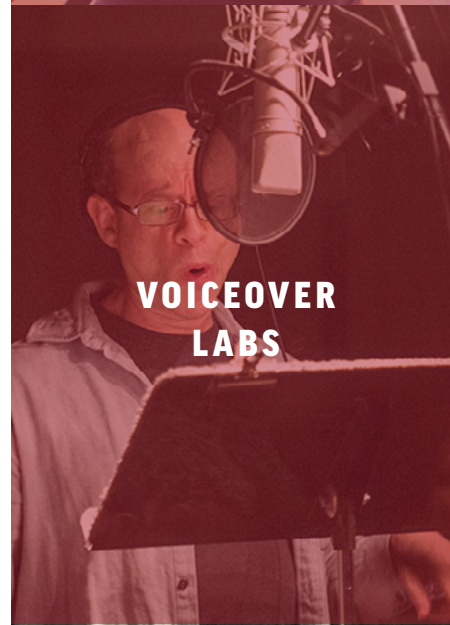
For more information visit [sagaftra.foundation](http://sagaftra.foundation).



CASTING  
ACCESS



CONVERSATIONS



VOICEOVER  
LABS

SAG-AFTRA  
FOUNDATION





Inspire and elevate the next generation.

**MAKE YOUR COMPANY  
A PART OF OUR STORY.**

Support Storyline Online®.

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