

# Let's Write About

Created by Donnie Welch

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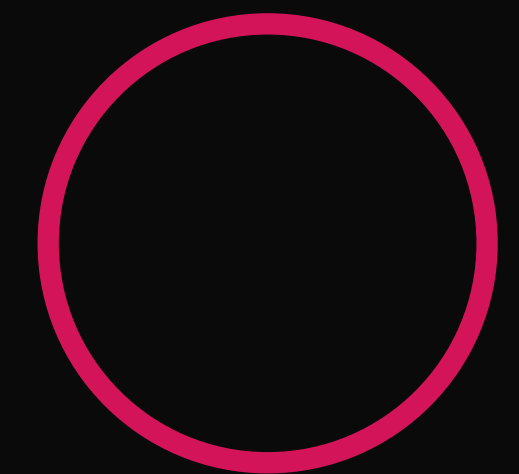
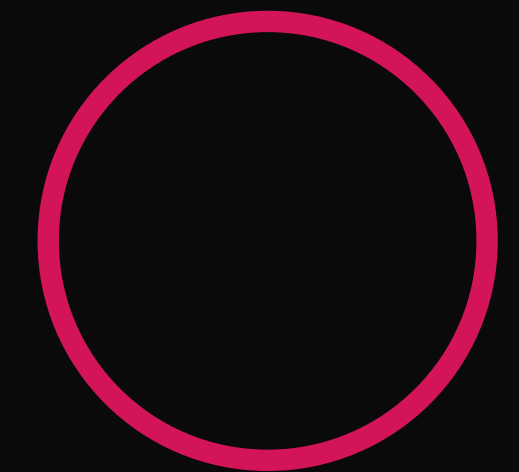


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**Research shows that quality, educational television for children has successful long term impacts on academic performance and self-esteem. However, with very little accessible television, disabled youth are largely excluded from these benefits.**

Ellis, K. M., Kent, M., & Locke, K. (2017). Indefinitely beyond Our Reach: The Case for Elevating Audio Description to the Importance of Captions on Australian Television. *M/C Journal*, 20(3). <https://doi.org/10.5204/mcj.1261>

Fisch, S. M. (2014). *Children's Learning From Educational Television Sesame Street and Beyond*. Mahwah: Taylor and Francis.





**LET'S WRITE ABOUT is an accessibly designed children's show.**

**The show explores social-emotional topics & inspires inquiry-based learning with poetry, song & activities kids of all abilities can do at home.**

# A Born Accessible Approach to Media

## Blind and visually impaired

- Visual descriptions written into the scripts



## Sensory Needs

- Visuals of key concepts & ideas
- No Sound FX louder than +30% of general audio
- Balanced palette for set & animation, no sudden bright colors

## Deaf and hard of hearing

- American Sign Language Box
- ADA compliant captions
- Downloadable episode transcripts

# Inclusion benefits everybody

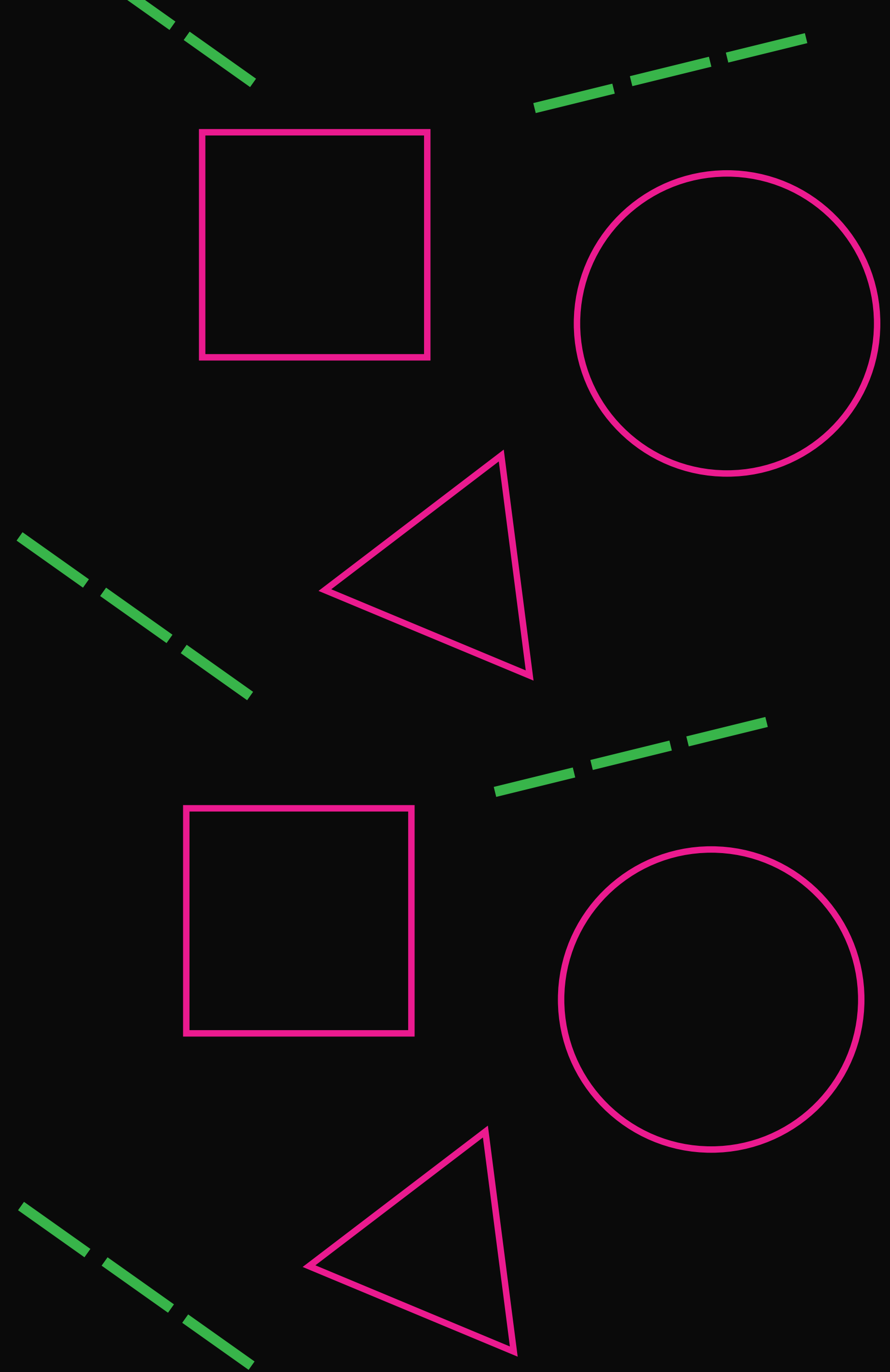
Captioned YouTube videos enjoy **7.3%** more plays than uncaptioned YouTube videos.

In the context of YouTube's two billion users, that's potentially **146,000,000** more plays.

**LET'S WRITE ABOUT is an arts education class.**

**The at-home activities are adapted lessons plans aligned with English Language Arts (ELA) and Arts standards.**

**The show can be used as content for virtual and asynchronous learning.**



# Accessibility helps all students



**75%** of students of all abilities use captions as learning aids.

**English Language Learners (ELL) practice reading and listening comprehension.**

**Young, emerging readers develop their word recognition and spelling.**

**Struggling readers address their skill deficits and boost their vocabulary acquisition.**

Linder, K. (2016). Student uses and perceptions of closed captions and transcripts: Results from a national study. Corvallis, OR: Oregon State University Ecampus Research Unit.

Brann, A. (2017, December 15). Captioning to Support Literacy. Retrieved October 27, 2020, from <https://www.readingrockets.org/article/captioning-support-literacy-0>

**Watch: Core Product, videos released on:**

- Youtube
- Instagram TV
- Facebook

**Listen: Audio reissued as children's podcast**

- All major podcatchers via Anchor.fm

**Distribution Strategy**

**Meet students where they are**

**Play: Interactive media for audience engagement**

- TikTok
- Website with audience art gallery

**Learn: Free lesson plans & materials tied to videos**

- Teachers Pay Teachers
- Pinterest



# Growth Chart

**Year 3**

Pitch American Public Television, Fred Rogers Production, Nickelodeon, and more in Fall 2022

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Season 3 (10 ep) released Jun 2022

**Year 2**

Season 2 (10 ep) released Jan 2022

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Season 1 (10 ep) released Aug 2021

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**Year 1**

Accessible Festivals Fiscal Sponsorship Oct 2020

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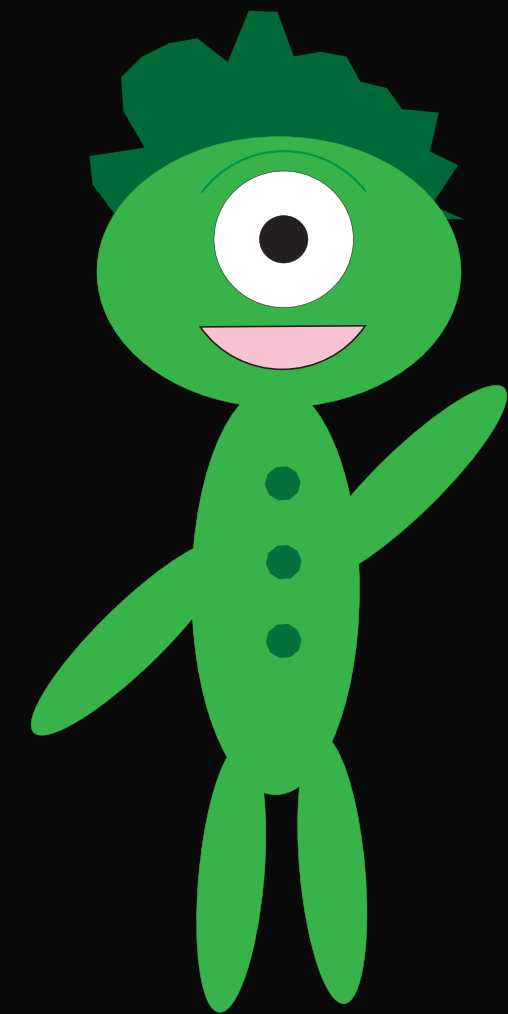
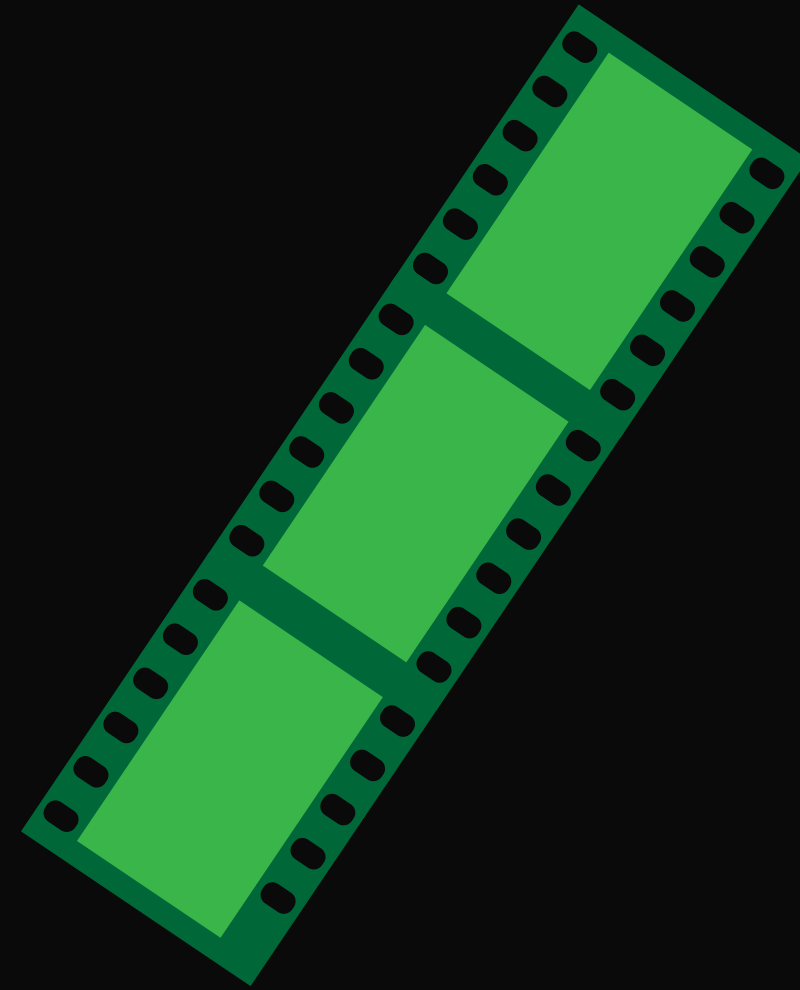
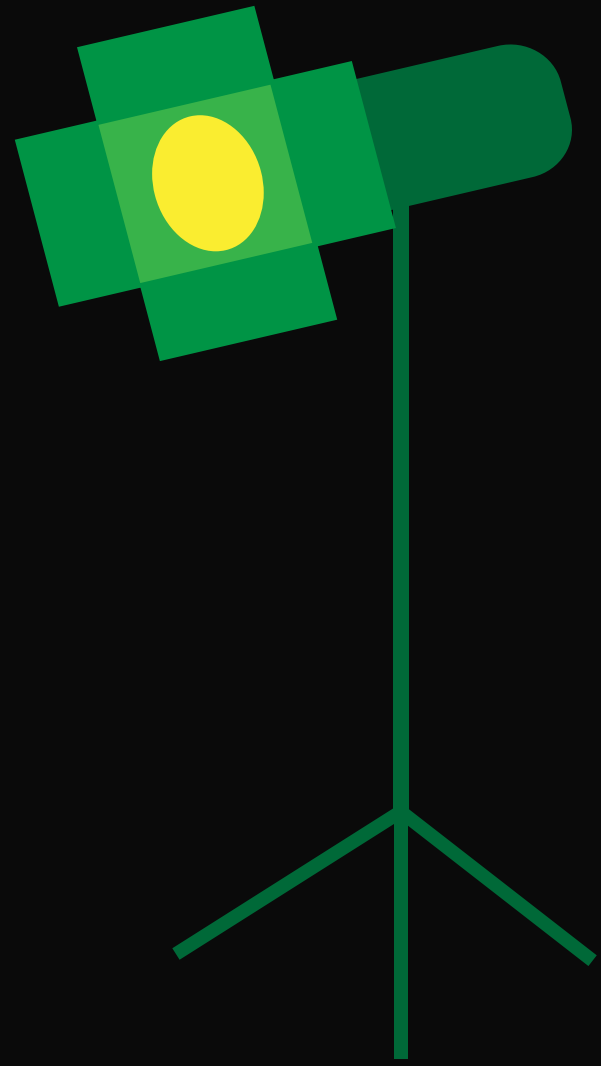
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Pilot Episode on Youtube Sept 2020

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**Year 0**

# Your support will help fund



**Production**

**Post-  
Production**

**Animation**

**Donnie Welch is a New York City teaching artist who runs inclusive and accessible writing workshops.**

**Notable Clients**

**The Bronx Museum of the Arts**

**The Brooklyn Public Library**

**The Jack + Shirley Silver Center for Special Needs @ Marlene Meyerson JCC**

**The New York Public Library**

**The New York Restoration Project**

**The O, Miami Poetry Festival**

**Rebecca School**

**Workshops and Lectures**

**ASHA**

**CEC-DADD**

**SXSWeDu**

**The University of Alabama**

**Western Governors University**



**Along with his education work, he is an author represented by Lynnette Novak of the Seymour Agency.**



**Join the fun and help create  
LET'S WRITE ABOUT a  
children's show for all!**

**Email me:  
[DonnieWelchPoetry@gmail.com](mailto:DonnieWelchPoetry@gmail.com)**

**GoFund Me Link:  
[gofundme.com/lets-write-  
about](https://gofundme.com/lets-write-about)**

**Fiscal Sponsor Site:  
[www.accessiblefestivals.org](http://www.accessiblefestivals.org)**