

Captivate Media + Consulting developed the "All In: The Saint Paul Public Schools Literacy Journey" four-part docuseries in partnership with Saint Paul Public Schools (SPPS). SPPS has achieved promising gains in elementary literacy proficiency by rethinking their approach to teaching reading and writing. The Superintendent had a desire to share this work with others to spread awareness of the literacy crisis with the primary audiences of SPPS staff, families, and policymakers. As the plans to create a docuseries took shape, the goal was to get it in front of as many viewers as possible. We created a watch page for the docuseries, which includes a set of discussion questions for others who may choose to host watch parties. This powerful four-part docuseries examines reading as a social justice issue, highlighting the changes SPPS has made over the past three years to transform literacy instruction. It explores the national literacy crisis, barriers students face, and the impact of SPPS's actions. It follows SPPS families and staff, and includes interviews with literacy and equity experts on why reading matters and how it shapes student success in and beyond the classroom. Around the time this docuseries was released, The Minnesota Reading to Ensure Academic Development (READ) Act was going into effect. The READ Act requires schools to teach students phonics and decoding, requires districts to use curriculum in line with these methods, and train teachers in structured literacy. The timing of the docuseries release alongside this new legislation made the film even more relevant by providing additional context to the mandate. Our team continues to partner with SPPS to bring the docuseries to more audiences and find additional partners to share this work. Together we have hosted in-person and virtual watch parties, webinars, seminars and presentations at school-based and education conferences. So far, the docuseries has been shown to hundreds of people, has sparked engaging conversation, and has led to local press including Minnesota Public Radio News, Pioneer Press, FOX9 and more. For more information: <https://captivatemediacorp.com/documentary/>