

It's
LIT

with T. Aaron Cisco



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READING RAINBOW
FOR GROWN UPS

The Fire Next Time

Beloved

Kindred

Homegoing

*Their Eyes Were
Watching God*

The Hate U Give

The Alchemist



REAL STORIES.

We spotlight everyday people on their reading journey.



CULTURAL CONNECTION.

We explore how books shape identity, community, and the world around us.



FRESH APPROACH.

Smart, funny, inspiring, and always accessible.



REAL IMPACT.

Supporting literacy, opportunity, and a stronger future for all.



MADE FOR NOW.

Because reading isn't just education—it's empowerment, joy, and freedom.

A NEW ERA OF READING.
A NEW KIND OF SHOW.

It's Lit is a dynamic, personality-driven series that meets adults where they are—and helps them discover the power of reading, stories, and literacy in their everyday lives.

We explore books, authors, and real-life stories across culture, community, and personal experience—making reading relevant, relatable, and real.

This isn't school. It's not a lecture. It's culture. It's connection. **It's Lit.**



WE BUILT A GENERATION OF READERS WITH READING RAINBOW. THEN WE STOPPED TALKING TO THEM AS ADULTS. **UNTIL NOW.**

IT'S NOT JUST A SHOW. IT'S A MOVEMENT. ✨ IT'S NOT JUST READING. **IT'S LIT.**

THE PROBLEM

AMERICA HAS A LITERACY CRISIS.

AND MOST PEOPLE DON'T EVEN KNOW IT.



54%
OF U.S. ADULTS
READ BELOW A
6TH-GRADE LEVEL.



21%
OF U.S. ADULTS
ARE FUNCTIONALLY
ILLITERATE—
ABOUT 43 MILLION PEOPLE.



1 IN 4
U.S. ADULTS DID
NOT READ A SINGLE
BOOK LAST YEAR.



ONLY 10%
OF ADULTS WHO NEED
LITERACY SUPPORT
ACTUALLY RECEIVE IT.



\$2.2 TRILLION
LOW LITERACY COSTS THE
U.S. ECONOMY IN LOST
PRODUCTIVITY EVERY YEAR.



75%
OF STATE PRISON
INMATES READ
BELOW A BASIC LEVEL.

THE **IMPACT** IS REAL.
THE **COST** IS HUGE.



**2-4X MORE LIKELY
TO BE UNEMPLOYED.**

Low literacy limits
access to better jobs
and higher wages.



POORER HEALTH OUTCOMES.

Lower literacy is linked
to chronic disease,
mental health challenges,
and shorter lifespans.



LESS CIVIC ENGAGEMENT.

Lower literacy means lower
voter turnout, less community
involvement, and less voice
in decisions that impact lives.

*This isn't just
an education issue.
It's a life issue.*



THERE ARE MORE ADULTS STRUGGLING WITH READING THAN MOST PEOPLE REALIZE—
AND ALMOST NO MAINSTREAM MEDIA SPEAKS TO THEM WITHOUT STIGMA.

SERIES LOGLINE

WE MEET ADULTS WHERE THEY ARE AND HELP THEM DISCOVER THE POWER OF READING.

It's Lit is a **feel-good, culturally intelligent** series that celebrates books, breaks down barriers, and makes reading relevant, accessible, and **life-changing**.

★ THIS ISN'T SCHOOL. ★
IT'S CULTURE. IT'S CONNECTION. IT'S LIT.



IT'S LIT MEETS PEOPLE WHERE THEY ARE—
NOT WHERE THE EDUCATION SYSTEM EXPECTS THEM TO BE. ★

OUR UNIQUE APPROACH



BOOKS + CULTURE

We connect reading to music, film, history, community, and real life.



REAL PEOPLE. REAL STORIES.

We feature adults from all walks of life on their reading journeys—no shame, only support.



AUTHORS & VOICES THAT INSPIRE

Conversations with bestselling authors, emerging writers, and cultural changemakers.



ON LOCATION. IN COMMUNITY.

From barbershops to bookstores, libraries to living rooms—we go where people are.



PRACTICAL. ACCESSIBLE. ACTIONABLE.

We provide simple tools, resources, and challenges that make reading achievable.

WHY NOW?

THE CULTURE IS READY. THE MOMENT IS RIGHT.

Reading is trending. People are hungry for real stories and real connection. **It's Lit** meets this moment head-on.



BOOK CULTURE IS BOOMING

BookTok drives bestsellers, podcasts about books are thriving, and celebrity book clubs move millions.



AUDIENCES CRAVE AUTHENTICITY

People want content that's real, relatable, and rooted in community—not polished lectures or outdated education models.



LIBRARIES & COMMUNITIES ARE EVOLVING

Libraries, bookstores, and literacy organizations are reaching new audiences and reimagining what access looks like.



LITERACY IS A TOP PRIORITY

States, nonprofits, and corporations are investing in literacy solutions—and looking for engaging, effective ways to reach adults.



NO MAINSTREAM TV SHOW MEETS THIS NEED

Despite the urgency and the audience, there is no major television series dedicated to adult literacy and reading culture. **Until now.**

The world needs stories that **reflect us, uplift us, and move us forward.**

IT'S LIT IS THAT SHOW.

THE APPETITE IS REAL.



75% OF U.S. ADULTS AGREE:
*"Reading is important to personal growth."***



BOOKS REMAIN A
\$20+ BILLION
INDUSTRY IN THE U.S.



67% OF ADULTS SAY THEY WANT TO READ MORE—
BUT DON'T KNOW
WHERE TO START.**



AUDIENCES WANT
CONTENT THAT INSPIRES,
INFORMS, AND ENTERTAINS
AT THE SAME TIME.

*Pew Research Center **YouGov



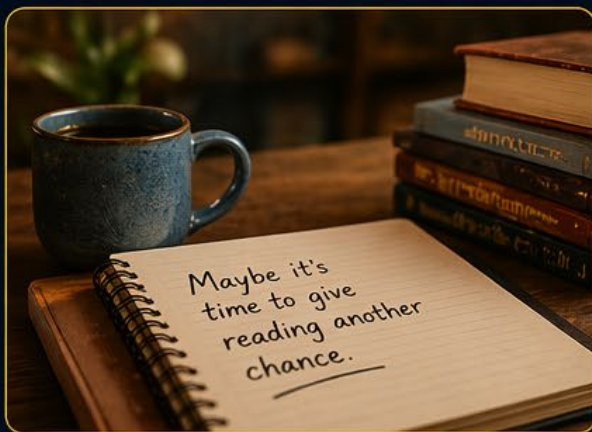
WHAT HAPPENS IN AN EPISODE?

REAL PEOPLE. REAL STORIES. REAL TRANSFORMATION.

Every episode follows a journey from disconnection to discovery—and leaves viewers with tools, recommendations, and renewed confidence.

1 WE MEET THEM

We meet an adult who's lost touch with reading—maybe they struggled in school, life got in the way, or they never saw themselves in books.



“ I used to think books weren't for me. But maybe I just hadn't found the right one yet. ”

2 WE TAKE THEM THERE

We open doors to the literary world by visiting bookstores, libraries, authors, community spaces, and cultural gems that make reading come alive.




BOOKSTORES
& LIBRARIES


AUTHORS
& CREATORS


COMMUNITY
& CULTURE


HIDDEN GEMS
& LOCAL VOICES

3 WE CHANGE THE GAME

We help them find books that speak to their life, spark something new, and build a habit that sticks. They leave with a plan—and the confidence to keep going.



AT THE END OF EVERY EPISODE:

- ✓ A reading challenge is accepted
- ✓ New books are discovered
- ✓ Resources & literacy tools are shared
- ✓ A reader is re-born

WE DON'T JUST RECOMMEND BOOKS.
WE HELP CHANGE LIVES.

ONE STORY AT A TIME.
ONE READER AT A TIME.

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“ WE DON'T HAVE
A LITERACY PROBLEM
BECAUSE PEOPLE
DON'T WANT STORIES. ”

WE HAVE A LITERACY PROBLEM
BECAUSE NOBODY IS
MEETING PEOPLE WHERE
THEY ARE—
WITH STORIES THAT
FEEL LIKE THEY'RE
FOR THEM. ”



IT'S TIME TO RECONNECT ADULTS
WITH THE POWER OF READING.

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ONE SHOW. ENDLESS IMPACT.



INSPIRE READERS

Make reading accessible, enjoyable, and empowering.



BUILD COMMUNITY

Connect people through stories, culture, and shared experiences.



EMPOWER LIVES

Equip adults with tools and confidence to achieve their goals and dreams.



STRENGTHEN COMMUNITIES

Stronger readers create stronger families, workplaces, and communities.



CHANGE THE FUTURE

When we uplift literacy, we uplift opportunity, equity, and the next generation.

STORIES HAVE THE POWER. PEOPLE HAVE THE POTENTIAL. IT'S LIT.

LET'S LIGHT THE WAY—TOGETHER.

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