

Education – The DNA of Public Television

APTS has worked in partnership with NETA and the Public Television Affinity Group Coalition (AGC) throughout our organization's history. Together we have worked to advance the mission of public television by complementing each other's work and, where possible, sharing resources.

Last year, the AGC Education Committee worked across its membership to create one-pagers that address the wide-spectrum of public television stations' work in education. Covering Pre-K, K-12, teacher professional development and adult education/workforce development, these one-pagers offer a number of examples of how stations work to effectively impact their communities.

This year, we followed the same model and have updated these one-pagers with new programs and content, created by stations across the country that demonstrate the best of what public television offers in education.

APTS thanks the AGC Education Committee for this undertaking and we look forward to using this information in our work over the next year. We hope that stations will be inspired by the education work of our system and that you might be interested in replicating some these successes.

Malcom Brett (Wisconsin Public Television), Nancy Carpenter (KET), Cindy Kirk (Alabama Public Television), Jon Rubin (WGBH) and Gloria Skurski (ThinkTV) led the original effort and we are grateful to them for their work and dedication to the education mission of public television.

Public Media: Serving Pre-K Education

Serving young children and their parents, caregivers and teachers has always been a hallmark of public media since its inception. As technology has advanced, public media has remained on the cutting edge. With increased research in child development, public media has been a leader in meeting children's needs. Stations have a tremendous impact on young children's education in many different ways:

Serving Diverse Audiences and Special Needs

- PBS SoCaL leverages high-quality and trusted early learning resources and information on literacy and STEM for children ages 2-8 in underserved Southern California communities. They provide digital learning tools to parents, caregivers and educators and offer professional development for educators. 74 percent of all participants in the successful bilingual Ready to Learn workshops are from Spanish-speaking households.
- MILO (Mobile Interactive Literacy Opportunity) is a new project created through a partnership between WEDU PBS, the Tampa-Hillsborough County Public Library, Junior League of Tampa, and the Children's Board of Hillsborough County. The MILO van makes monthly visits to libraries and community centers, particularly those in underserved rural areas, bringing free books, PBS Kids characters, arts and crafts, hands-on technology and take-home materials for families highlighting free PBS digital learning resources.
- Preparing preschoolers for success in school is the focus of WGBH's First 8 Labs, a research and development unit at WGBH Boston that aims to deepen the educational impact of media content for low income and at-risk families. Using a participatory design approach, they create new tools for pediatricians, educators and parents of children from birth to age 8. Their curriculum-based digital media project *Early Math with Gracie and Friends* teaches preschool math skills. The program's 8 free apps, online activities, and teacher's guide are enriching preschool learning at home and in the classroom.

Supporting Learning in Many Ways

- Every year, WLJT, Public Media That Matters for West Tennessee, provides a character tour for area libraries to help kick off their Summer Reading Programs. In 2016, WLJT was able to bring Peg + Cat to 10 public libraries for families to meet and greet. In addition, families who attend the meet and greets receive PBS KIDS Summer Learning packets, which include bookmarks, reading logs, a small activity booklet, a large activity booklet, a list of free apps and station paraphernalia. In 2016, WLJT was able to reach 1,345 people at 12 different stops.
- WXXI Education partners with the Monroe County Library System & Rochester Public Library on a summer learning project that targets families with children ages 2-8. The result is a weekly series of STEM-and literacy-focused activity days called "Exploration Stations" where the library is used as an informal learning space full of hands-on activities focused on problem solving, fairy tales, STEM topics, and more. WXXI's partnership with the library is successful in achieving collective impact in the area of summer learning; working together, the organizations heightened the impact each organization would have been able to deliver on its own.

Innovation and Access

- New Mexico PBS and Youth Development, Inc (YDI) partner up to share technology and PBS Kids resources in rural Northern New Mexico. A grant from the Brindle Foundation supports curriculum and training for YDI Head Start Centers and Early Head Starts in rural Rio Arriba and Taos Counties to connect digital media to daily lives of parents and caregivers in support of early math and literacy skills.
- Mississippi Public Broadcasting has continued its partnership with Rotary International District 6820 in order to provide high-quality early childhood resources to underserved populations across the state. The partnership has helped MPB extend the reach of the *Between the Lions* Preschool Literacy Initiative to 68 childcare centers, 129 childcare classrooms, 12 school pre-K classrooms, 27 Rotary Clubs, and over 2,123 children.

High Quality Content

- WXXI's (Rochester, NY) *60 Second Science* is a series of short videos created to inspire parents and children to explore the natural world together. They model ways for parents to encourage their child's curiosity, problem-solving skills and cognitive development through hands-on explorations with familiar materials in new ways. The resources are available through PBS LearningMedia for individual use by families, schools and out of school organizations..
- Louisiana Public Broadcasting offers summer camps for ages four and five to improve literacy, science and technology skills. The camps incorporate Ready To Learn videos, online resources and PBS KIDS apps with hands-on activities, songs and movement. While children learn literacy and science content, they also learn to use iPads and laptops and develop computer skills.
- KET's (Kentucky) Everyday Learning initiative provides in-depth face-to-face training in the arts, math, science, social studies and health aimed at helping early childhood educators improve children's school readiness with a focus on low-income families. In the past three years, KET trained over 5,400 early childhood professionals from over 65 counties across the state.

Strategic Partnerships and Community Engagement

- With funding from the Fred Rogers Company, Alabama Public Television partnered with a number of local businesses and organizations to host "Be My Neighbor Day", a community event focusing on families with children ages 2-5. Five hundred adults registered at the event and participated in "neighborly" activities, which included preparing 300 health kits for homeless youth; decorating 350 placemats for Head Start classrooms; making 300 "Thank You" cards for first responders; and donating 90 sweaters to the sweater drive.

Public Media: Serving K-12 Education

Across the country, public media is a consistent and trusted partner for teachers and schools. With advanced technology, public media can take students in a rural classroom and whisk them away to Washington, D.C. for a field trip, or bring them digital learning objects that are in line with their teacher's lesson. The different ways that public media impacts K-12 students and classrooms is as varied as the students themselves, who excel with these additional resources.

Supporting Learning in Many Ways

- Since 2011, PBS Hawai'i has been making an impact on students and teachers from public, private and charter schools across the state, through their free digital learning initiative, HIKI NŌ. PBS Hawai'i's HIKI NŌ staff, along with a team of local industry professionals, mentor teachers and their middle and high school students through the creation of news features until the students' stories meet PBS standards for production quality and journalistic integrity. Once the stories meet these standards, they are compiled into a weekly half-hour show, which airs Thursday nights at 7:30 on PBS Hawai'i. 90 schools take part in this program.
- Alabama Public Television's Learning Adventures are live, interactive, digital field trips that bring history, art, literature, science, math and engineering to life using state-of-the-art technology to engage students in the learning process. The field trips have provided more than 487,000 students in Alabama and 3 million students across the nation with the opportunity to experience people, places, time periods and cultures. APT's seven-part field trip series *Project C: Lessons from the American Civil Rights Movement*, received the 2016 Service to Children Award-Television award from the National Association of Broadcasters Education Foundation (NABEF). This annual award honors outstanding programs, campaigns and public service announcements produced for the benefit of children.
- WMHT Digital Ambassadors use PBS transmedia content with small groups in out of school settings for hands-on learning with youth. WMHT provided trainings to program providers throughout the region, promoting the use of PBS LearningMedia in program. Some of these partners were lent tablets with PBS KIDS apps to enhance their work. More than 400 children were served by this program in 2016.
- KCPT mentoring program with Black & Veatch (a world engineering company that has its headquarters in the Kansas City, Mo area) is in its 5th year. This year will mark the largest program, bringing engineers into 12 schools and mentoring 920 5th graders on structural engineering, electricity and water. 2,075 5th graders in 33 schools will be mentored in STEM subjects by the end of this year.
- With the addition of two education outreach specialists, Georgia Public Broadcasting has been able to stretch their reach to Georgia's schools and educators. The efforts of the outreach specialists have led to an 850% increase in usage of Georgia Studies digital library—which includes teacher and student editions of their digital textbook, virtual field trips and the Georgia Stories video series.
- *Out of School Activities* produced by Maryland Public Television is a robust collection of afterschool and summer learning resources from *PBS KIDS Ready To Learn* digital games, videos and hands-on activities. Using these high-quality resources, public media stations across the

country are making a difference providing learning programs that build math and literacy skills in children throughout their local communities.

- The KNPB PBS KIDS Writers Contest is a local contest designed to promote the advancement of children's literacy skills through hands-on, active learning. The Contest encourages children in grades K-3 in communities in Northern Nevada to celebrate the power of creating stories and illustrations by submitting their own original pieces. Just last year, hundreds of Northern Nevada children participated in KNPB PBS KIDS' annual writing contest, building their creative voices, and developing critical reading and writing skills.
- AETN is working to increase the participation of women and girls in the fields of science, technology, engineering, and mathematics by expanding the engagement of girls in STEM subjects using both formal and informal environments. Arkansas STEM Girls, provides workshops and special events to engage, educate, and inspire girls to pursue STEM careers.

Creating High Quality Content

- WGBH Boston has been awarded \$10 million for a 5-year education project (2016-2021) from the National Aeronautics and Space Administration (NASA) to develop new instructional models and digital media tools for science, technology, engineering and math (STEM) teaching and learning. The goal is to implement a new strategic approach to more effectively engage learners of all ages in NASA science education programs and activities. The resources will be distributed free of charge through the PBS LearningMedia platform, reaching millions of students and teachers nationally. Recipient activities will support Earth science, astrophysics, planetary science and heliophysics.
- *Vel Phillips: Dream Big Dreams* from Wisconsin Public Television is a multimedia educational resource designed to engage students in the exploration of equity and civil rights issues, providing educators with a robust, active and customizable set of tools and discussion starters. Highly interactive, this package includes digital tools, individual and group focused lessons, and more to bring this critical resource to life.
- *Astronomy Online* engages students in examining the universe, and Earth's place in it. Through media-rich content, engaging assessments, simulations and scientific investigations, students explore this sub-section of Earth Science throughout history and the universe. This online course is one of a series created for eMedia VA, Virginia's statewide digital media distribution system. *Astronomy Online* is produced and distributed by WHRO (Norfolk, VA).
- *Mission US* is a multimedia gaming project produced by WNET and designed to immerse middle school students in different points of U.S. history through the use of free, online interactive role-playing experiences available at www.mission-us.org. More than 1,000 educators have participated in *Mission US* professional development workshops across the country. Over 1 million users have registered for *Mission US*, including nearly 30,000 educators representing all 50 states.

Public Media: Serving Teacher Professional Development

Widely accepted educational research has shown that the single most important factor in successful K-12 learning is the quality of students' classroom teachers.

To help these professionals improve their craft and achieve their goals, public media stations across the country directly serve K-12 educators in their communities with high-quality teacher training centered around 21st century skills that leverage media and technology. Public media education and outreach staff are able to do this by building on a range of original content produced by local stations and distributed free-of-charge via local websites as well as PBS LearningMedia, a digital media library featuring over 118,000 resources and support materials.

Through relationships with key local education organizations and stakeholders in these communities, public media stations have grown to become a trusted, essential source of content and training that keeps educators, and their students, on track for success. These efforts benefit partners and our constituents on multiple levels and in a range of ways:

Scale

- CET/Think TV, Western Reserve Public Media, WGTE, WOSU and WVIZ make up Ohio's Educational Technology Agencies. Since 1967, Ohio's Ed Techs have served the professional development needs of teachers and administrators related to educational technology, in partnership with Ohio's educational television stations and the Ohio Department of Education. Ohio's Ed Techs provide support and instruction about effective and meaningful application of technology in the classroom to improve student learning by developing resources and delivering professional development to all Ohio's educators. In the last fiscal year, these stations have delivered over 1,900 professional development sessions to over 22,000 educators accounting for over 59,000 hours of instructional time.
- KQED Teach is free online professional learning service that offers educators a hands-on approach to learning digital media literacy skills. Last year, there were nearly 2,000 users of KQED Teach. The courses focus on getting teachers to practice media making skills, so they can confidently integrate media into their classrooms.
- Prairie Public Broadcasting (Fargo, ND) Education Services presented its annual Prairie Region Teacher Training Institute in June of 2015, where they hosted approximately 60 regional K-12 educators for a two-day conference featuring creative applications of technology integration in the classroom. The Institute presented hands-on sessions for participants, in which "take-away" lesson plans and ideas were dividends. The Institute gave teachers a unique opportunity to network with peers from all disciplines and grade levels.
- KET (Kentucky) has produced 20 self-paced Professional Development courses for K-12 educators since launching its first module in May 2011. These Moodle-based courses are free and available nationwide through PBS TeacherLine. The majority of the courses were produced with funding from and in partnership with the Kentucky Department of Education. Since May 2011, KET has awarded nearly 238,000 certificates of completion to educators taking these courses.

Innovation & Technology

- KCPT serves over 20 school districts, 70,000 students and 5,000 teachers that access the station's digital media services. KCPT offer on-site training for each district and a yearly technology conference. This year's theme is "Imagine The Possibilities" and will feature over 25 sessions focused on various subjects. 150 - 175 teachers usually present.
- SCETV conducts hands-on training for ETV web content and technology and hosts online teacher recertification courses. ETV face-to-face training provides over 6,300 public, private, and home school teachers, staff, and administrators quality professional development. Resources include TeacherLine Southeast, the ETV Endowment's TeacherSteps courses, and ETV's Teacher Recertification which provide graduate level and renewal recertification credit hours. Over 135 online courses are available. In 2015-16 over 3,350 enrollments for all three online teacher courses resulted in 92,884 instructional hours. SCETV's website LearningWhy provides project based lessons by ETV and education partners, including the SC Department of Education and local district personnel. In an annual teacher survey to measure the use and effectiveness of resources in the classroom, 94.9% said that ETV Education service they deployed supported the goals of the Profile of the South Carolina Graduate.

Strategic Partnerships

- WNET (New York City) presents PBS LearningMedia Digital Integrators program, working directly with NYC Department of Education's Office of Digital Instruction to systematically train cohorts of NYC educators in best practices for utilizing digital media in the classroom. During the course of these multi-session semester-long trainings, teachers share their insights, and experimentation, with each other. Then, in turn, these Master Teachers train their colleagues in the field, expanding the reach and impact of the content and training to serve more educators and their students.
- KCPT hosts four preschool workshops each for early childhood teachers. Various topics are presented and each participant receives 2 hours of credit for each workshop. Trainers from The Family Conservancy supply the hands on training workshops and over 150 teachers are served each year.
- Arkansas Educational Television Network (AETN) works side by side with the Arkansas Department of Education (ADE) to provide teachers with quality, ADE-approved professional development and educational resources through ArkansasIDEAS (Internet Delivered Education for Arkansas Schools). AETN's team of licensed educators provides training for educators online, in person, and through live streaming. This partnership has expanded to provide training and resources for the Arkansas School Board Association, Arkansas Association of Educational Administrators, Arkansas Department of Career Education, as well as various university teacher-prep programs.

Serving Diverse Audiences and Special Needs

- Nashville Public Television (NPT) engages local partners in a range of efforts designed to benefit educators that serve special needs and issues, including: Social Emotional Learning Summit for Educators; trainings around NPT Children's Health Crisis to address children's mental health; promoting diversity and cultural awareness through NPT's *Next Door Neighbors* series, exploring various immigrant and refugee cultures; and conducting Poverty Simulation Workshops to help educators understand the impact of poverty on student learning and health.

Public Media: Serving Adult Education and Workforce Development

For the 39 million adults without a high school diploma, public media offers the largest nonprofit high school equivalency preparation program in the country. For the millions of Americans either unemployed or underemployed, public media provides a wide variety of resources, courses and certification programs that meet specific community needs. Local public television stations are partnering with businesses, schools, community organizations and governmental agencies to address their community needs in workforce development and adult education.

Serving Diverse Needs Through Local Community Partnerships

- AETN (Arkansas) partners with local initiatives such as the Arkansas Fatherhood Initiative and Arkansas Out of School Network to provide interactive training and events to promote the importance of education and gaining a high school diploma/equivalency.
- WVIZ/PBS ideastream (Cleveland, OH) partnered with the Literacy Cooperative in Cleveland to produce an online course for college credit to help GED® instructors prepare their students for the more rigorous GED Test Assessment targets. They also partner with area colleges and universities, and the local school district, to encourage consistent attendance and provide college scholarships. An engineering competition for inner city middle school students — the result of a partnership with a local steel and mining company — introduced young adults to unfamiliar but vital occupations and to area engineers who act as mentors.
- The Kansas City Regional Access Consortium for Higher Education (KC REACHE) is an alliance between KCPT and nine Kansas City area colleges and universities. As part of this partnership, KCPT facilitates a large database of online classes for nine area colleges and universities through KC REACHE (kcreache.org). This website showcases what is offered at each school while the alliance allows credit to be easily transferred from one school to the other.
- Staff from WCTE Upper Cumberland PBS (Cookeville, TN) meet monthly with the Highlands Economic Partnership's Workforce Development and Education Committee. The group explores how they can partner to create workforce development pathways. One need expressed by area employers is for resources that help their employees learn good parenting techniques. The partnership funded a series of parenting videos that WCTE produced and shared with area businesses.

Supporting Learning in Many Ways

- KET's (Kentucky) Fast Forward (ketfastforward.org) is a comprehensive online study program aligned to national standards and approved for use with all three high school equivalency tests. Fast Forward provides access and convenience to adults who need a high school credential.

Designed for adult education classrooms and self-paced independent learning at home, the Fast Forward courses include pretests and posttests giving students immediate feedback on their readiness for testing for a high school equivalency credential. Lessons integrate video, interactives, examples, online tools, customization features, and practice opportunities to keep the learner engaged and moving forward. In the past three years, more than 23,000 learners have used Fast Forward. This program is used in all 50 states, at U.S. military posts and correctional

institutions, and in businesses looking to improve the academic and workplace skills of their employees. KET supplements the Fast Forward courses with e-books for learners that focus on test-taking strategies; a series of Basics—e-books for learners not ready for GED®-level study; and free professional development courses and resources for adult educators, accessible on PBS LearningMedia.

Responding to a Changing Education Landscape

- Vegas PBS created its workforce development initiative in direct response to the devastating effects of the economic crisis in Southern Nevada, which in 2010 was the U.S. region with the highest percentage of unemployed adults (14 percent). With workforce training programs sharply reduced and the lack of a centralized location for providing comprehensive open entry/exit training for licensed or certified personnel in a variety of occupations, Vegas PBS saw a need it could address. Vegas PBS built on established relationships with higher education, business and industry, and credentialing boards to launch GOAL (Global Online Advanced Learning). More than 539,000 individuals nationwide have completed one or more GOAL courses; in the Las Vegas valley alone, more than 506,000 individuals have furthered their education in a myriad of subjects, including career/workforce training, certification/licensure programs and personal enrichment.

Preparing Workers for the 21st Century Workplace

- Through SkillsOnline (www.skillsonline.org), an online professional development and workforce training portal, WHRO (Norfolk, VA) offers nearly 3,500 self-paced and instructor-led skills-based courses needed to succeed in a 21st century workplace. SkillsOnline is an affordable, efficient way companies can train workers, provide industry certification and offer professional advancement. To complement SkillsOnline, WHRO is producing its own Workplace Ready (www.workplaceready.org) free online training focused on technical and professional skill sets. These skill sets were identified by the University of Virginia's Weldon Cooper Center for Public Service as those required for employers for career entry and advancement.

Connecting Job-Seekers with Meaningful Careers

- UtahFutures.org is a career information system and portal at Utah Education Network that helps adult learners and job-seekers make education and career plans while extending opportunities in adult education, higher education, credential pathways and vocation navigation. UtahFutures is governed by local educational leaders and offers authentic connections to adult services with in-person counseling through the Department of Workforce Services, Adult Education and Vocational Rehabilitation. A companion site, UtahFutures OnRamp, provides support materials such as quick start guides, ideas to get started and lesson plans to sustain and parallel the learner's work on UtahFutures.org.