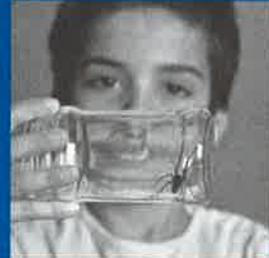


Public Television Stations



A TRUSTED SOURCE FOR EDUCATING AMERICA



Research Findings
JANUARY 2008



Corporation
for Public
Broadcasting

Education continues to be a core value of the public broadcasting community as it has been since its inception. In fact, the Corporation for Public Broadcasting's mission underscores the critical role of our work to "provide programs and services which inform, enlighten and enrich the public."

Foreword

Education continues to be a core value of the public broadcasting community as it has been since its inception. In fact, the Corporation for Public Broadcasting's mission underscores the critical role of our work to "provide programs and services which inform, enlighten and enrich the public."

This year, as we mark the 40th anniversary of the Public Broadcasting Act, I am especially pleased to provide this new research report, affirming the robust and vital contribution public television stations make when it comes to education and an informed and strengthened civil society.

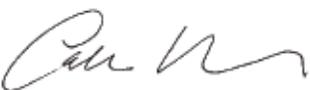
As a nation, we are confronting serious challenges as we seek to educate this and future generations: low literacy rates, lack of student achievement in math and science, and college and work readiness. Public television is committed to helping meet these challenges through high quality on-air programming and, beyond the broadcast, through our educational services.

This report spotlights how public television's educational services, tailored to meet the unique needs of diverse communities, are giving our nation's children and youth the opportunity to learn. More than 95 percent of public television stations are engaged in providing educational services with 76 percent partnering with K-12 schools and 68 percent working hand in hand with colleges and universities.

Educational services provided by public television stations range from special in-person reading programs for parents and childcare providers, to professional development resources for teachers, to online activities designed to spark student learning in subjects such as science and math, and much more. In today's multi-media world, more than 97 percent of public television stations use technology to deliver their services.

Through the Corporation for Public Broadcasting's public awareness initiative and its *My Source* national theme, we are inviting audiences to share in their own words how public broadcasting matters in their lives and communities. Through the exciting *My Source* initiative, teachers, parents and students are sharing stories about the impact of public television's education programs and services in their daily lives.

These stories will affirm in powerful ways the research findings detailed in this report. These are findings which reinforce public broadcasting's role as a trusted and essential source in creating informed and educated citizens.



Patricia de Stacy Harrison
President and Chief Executive Officer
Corporation for Public Broadcasting

"This report tells an exciting story about public television's educational services and the myriad ways in which they go above and beyond..."

Introduction

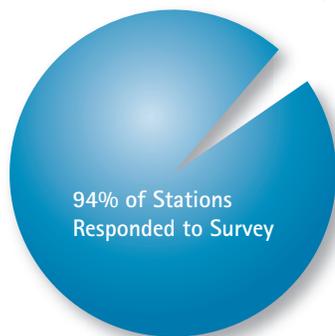
Inform. Enlighten. Enrich. These are three cornerstones upon which public broadcasting relies as it carries out the important charge of educating America. When President Lyndon B. Johnson signed into law The Public Broadcasting Act of 1967, he challenged the Corporation for Public Broadcasting to prove that "what educates can also be exciting."

Forty years after the signing of the Public Broadcasting Act, public broadcasting remains committed to meeting this challenge—to educating Americans. Now more than ever, public broadcasting is dedicated to measuring the impact of its work. The success of public broadcasting's educational mission means success for America, beginning with young children who learn to count and read and extending well beyond to lifelong learning. Gauging progress and success are important activities in the pursuit of this goal.

In the case of broadcast television, success is determined through viewership ratings and viewer impressions. Public television, however, educates America far beyond the broadcast. This report is an important first step towards documenting the impact of public television's efforts to educate America.

2007 Education Services Survey

In July 2007, with the guidance of the Education Committee of public television's Affinity Group Coalition, the Corporation for Public Broadcasting contracted with SRI International, an independent, nonprofit research institute, to conduct a survey to document the education services currently offered by public television stations and the services that stations aspire to provide in coming years.



The survey purposely did not ask about broadcast programs aired by these stations, but rather the off-air educational services that they provide to their communities. The survey challenged stations to describe their education programs, audiences, technology, and how they evaluate the implementation and impact of their important education-related work.

"I believe the time has come to enlist the computer and the satellite, as well as television and radio, and to enlist them in the cause of education."

—President Lyndon B. Johnson
upon signing The Public
Broadcasting Act of 1967

Education services were defined as follows:

ACTIVITIES

Projects that involve station audience(s) in structured learning activities developed or aggregated by the station for a particular education purpose.

For example:

- A professional development institute for the community's childcare providers.
- An online professional development course for high school science teachers.

RESOURCES

Efforts that provide access to materials and content developed or aggregated by the station for use by station audiences.

For example:

- Web portals containing digital learning resources—a thematic unit on measurement.
- Curriculum distribution services targeted to teachers within a station's service area.

In total, 165 licensees responded to the survey representing a significant 94% response rate. Results of the 2007 survey paint an encouraging picture of diverse education services that serve equally diverse communities. Rooted in community needs and effective partnerships, the results show a prolific and dedicated network of educational programs and services.

Excerpts from the Public Broadcasting Act of 1967

The Congress hereby declares that—

- It is in the public interest to encourage the growth and development of public radio and television broadcasting, including the use of such media for instructional, educational, and cultural purposes;
- Expansion and development of public telecommunications and the diversity of its programming depend on freedom, imagination, and initiative on both local and national levels;
- It is in the public interest to encourage the development of programming that involves creative risks and that addresses the needs of unserved and underserved audiences, particularly children and minorities; and
- Public television and radio stations and public telecommunications services constitute valuable local community resources for utilizing electronic media to address national concerns and solve local problems through community programs and outreach programs.

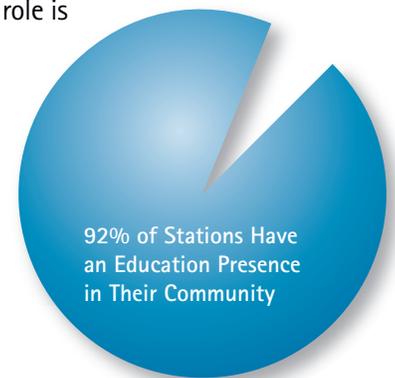
Public Television Stations Educate America

Results of the 2007 Education Services Survey demonstrate that public television stations across the country are actively fulfilling the charge and commitment to educate America. Comprehensive reports filed by 165 public television stations reveal the following 10 findings:

- 1. Education is a core value for public television stations.** The Public Broadcasting Act's commitment to educate America is realized through the shared commitments of public television stations to the communities they serve. Education is a prominent feature of station missions and strategic plans. Their visions are carried out through thousands of programs and services that address local needs and opportunities. Regardless of station size, location, or type of licensee, education's role is affirmed through public television's mission and resulting actions.

Education Survey Highlights

- 92% of stations have an education presence in their communities. This is consistent across public television stations—whether large or small and regardless of being a university, state, or community-based licensee.
- 89% of stations point to an education focus in their strategic plans.
- 83% of stations include education in their mission statements.
- 84% of stations directly offer education services to their communities—services that go far beyond broadcast programming.



- 2. Public television stations provide education services tailored to the diverse needs of the communities they serve.** As partners with local communities, public broadcasters align their education services with the unique needs of their communities. Public television stations offer thousands of services ranging from teacher professional development to support for English language learners. Public broadcasters work closely with community leaders and educators to develop and implement high-quality programs. As a result, people know to turn to public television as their source for learning as well as entertainment.

Education Survey Highlights

- 63% of stations consider local, regional or national needs to guide education services decisions.
- Stations identified a diverse range of programs and services that reflect the diversity of their audiences' needs. This diversity is reflected in the following sampling of audiences served by public television stations:
 - > Parents of young children—76% of stations;
 - > School-aged children—67%;
 - > Pre-school aged children—65%;
 - > Adult learners seeking a General Educational Development (GED) credential—64%;
 - > Childcare providers—62%;
 - > School teachers—60%; and
 - > Adult English language learners—59%.
- Stations reach community members through various delivery strategies. Whether in-person classes, programs that blend in-person and technology-based learning, or completely online resources, audiences gain the content they need through the most efficient and effective means.

WNED Buffalo's ThinkBright

WNED Buffalo carefully assessed its community to identify and prioritize the critical challenges it faced. The ThinkBright Lifelong Learning program is one response designed to specifically address these identified needs. WNED Buffalo's ThinkBright includes a digital television channel and an online service to help teachers and students to achieve higher academic standards, help parents influence the growth of children's learning at home, and address job readiness issues for at-risk adults. It supports and enhances the educational experiences of teachers, students, families, and adult learners throughout New York State.

ThinkBright includes:

- Parent gateway—support for parents seeking information about helping children achieve in school, child health and wellness, and family support groups;
- Student resources—including homework help and how to cope with difficult or stressful situations at school;
- Teacher tools—curriculum resources and professional development; and
- Adult education—including GED and services for English language learners.

For more information: www.thinkbright.org

Public Television Station Partners with Local Agencies and Community Reaps Benefits

In 2006, WGBH Boston, The Boston Children's Museum, The Boston Public Library, Children's Hospital Boston, and the Boston Public Health Commission launched a major asthma management campaign aimed at black and Latino children in neighborhoods with the highest incidence of asthma. Titled "Kids with Asthma Can...," this program builds on the enormous appeal of WGBH's popular *Arthur* series, which featured an award-winning episode dealing with asthma.

The campaign draws upon the strengths and resources of all partners to ensure community impact. It involves the following activities:

- Family-oriented booklets and reading lists aligned with relevant episodes of the *Arthur* series and a play based on an episode that will be performed in libraries, museums, and community centers;
- Targeted community outreach activities, including health seminars at public libraries for parents and caregivers, and workshops for community health center staff; and
- A highly visible media campaign launched during Asthma Awareness Month (May) and to continue into the summer months when asthma episodes peak.

For more information: www.wgbh.org/asthma

3. Partnerships with local schools, universities, museums, libraries, community organizations, and others increase the reach and impact of public television's education services.

Public television is dedicated to serving the widest audience possible and strategic partnerships offer significant reach and impact. Stations report that their partnerships provide opportunities to work with other leaders in communities to enhance teaching and learning, and to expand public television services to new audiences in need.

Education Survey Highlights

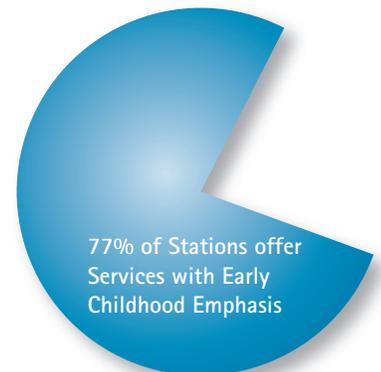
- Stations frequently partner with:
 - > K-12 schools and districts—76% of stations;
 - > Colleges or universities—68%;
 - > Community service organizations—66%; and
 - > Public libraries—64%.
- 19% of stations report having a partnership with each of the types of partners described above.

4. Public television is a critical resource for early childhood development.

From birth through preschool, children are gaining a foundation for much of what they will learn in their formal K-12 years. These first five years of life are when children learn best and most—and public television is with children every step of the way. With more than 35 years of experience in delivering research-based content to early learners, public television has made extraordinary progress in impacting early childhood education. Education services are successfully serving America's children, their parents and the early childhood educators with whom they work.

Education Survey Highlights

- 77% of stations offer education services with an early childhood emphasis.
- 76% of stations offer education services to parents of young children.
- 69% of stations offer education services in child development.
- 62% of stations provide education services to preschool instructors or childcare providers (61%).
- This important early childhood work is most often accomplished through in-person classes and forums.
 - > 62% of stations have in-person services for childcare providers.
 - > 61% of stations have in-person services for pre-school instructors.
- When asked to name the service that provides the greatest value or benefit, 40% of stations identified Ready to Learn or Ready to Lead in Literacy as the education service of greatest value or benefit—more than for any other single initiative or program. These programs are both designed to help children ages 2-8 learn to read through engaging television and other electronic content, exciting games, Web sites, and easy-to-use learning resources for kids, parents, caregivers, and teachers.



5. Public television is a resource for K–12 educators and helps increase student learning.

Public television continues to support the educational development of children during their formal school years. In fact, the most common partnership for public television stations is one with a K–12 school or district. Developing teachers with the intent of improving classroom effectiveness is a common goal for public television stations across the nation. Public television stations work to improve student performance through relevant and engaging content. Stations also work to align education services with state and national standards to ensure continued relevancy and utility.

Education Survey Highlights

- 85% of stations offer content aligned to local, state, or national education standards.
- 67% of stations offer content for school-aged children (ages 6–18).
- 78% of stations offer education services to K–12 teachers and administrators.
- Stations offer teacher professional development programs and activities that focus on:
 - > Media literacy—46% of stations;
 - > Science—42%;
 - > Technology—42%;
 - > Math—39%; and
 - > History—33%.
- Stations work to develop teachers and improve their effectiveness in the classroom. Nationwide, these services include the following emphases:
 - > Increasing teacher subject and content knowledge in areas such as social studies, arts, history, math and science—69% of stations;
 - > Teaching strategies—52%;
 - > Teaching with technology—47%; and
 - > Assessment strategies and tools—27%.

KAET ASSET

Since 1983, ASSET—Arizona School Services through Educational Technology—has helped Arizona K–12 educators integrate technology into their classrooms. What began as an experiment to cost effectively distribute instructional video statewide, has grown into an organization that offers a broad array of services for educators.

ASSET is a self-supported department of Eight/KAET public television located at Arizona State University. ASSET takes great pride in collaborating with business and non-profit organizations to bring the best possible resources to Arizona educators. ASSET has a primary focus on customizing local and national PBS content for Arizona classrooms.

ASSET resources include:

- Professional development online courses;
- Digitally-streamed instructional videos aligned with Arizona Academic Standards;
- Professional readings; and
- Educationally-relevant websites.

For more information: www.asset.asu.edu

- 6. Public television stations have a long history of working with universities.** Universities are often located in the center of communities. With their commitment to education, public television stations share similar missions. In its earliest years, public television pioneered distance education, much of which originated from universities. Today, it continues to support higher education through education services on issues such as science, technology, engineering and mathematics (STEM) proficiency that impact students and faculty alike.

Education Survey Highlights

- 58 stations are licensed to universities.
- 68% of stations have established partnerships with universities.
- 61% of stations offer services to college or university students (undergraduate or graduate).
- 52% of stations offer services to college or university instructors.

WHYY's CollegeAnywhere

CollegeAnywhere is unique partnership between higher education institutions that are leaders in distance learning and WHYY, Philadelphia's leading public broadcaster. WHYY's mission since its founding nearly 50 years ago has been lifelong learning. The station first assembled a group of local colleges to support televised courses in 1980's. The consortium pioneered the concept of integrated, multi-vendor distance learning products to support specific higher education needs—including the successful addition of fax, voice mail, and video playback within a standard course management system.

Today, its Adult Learning Service includes adult basic education, higher education and professional development courses. CollegeAnywhere delivers quality distance learning to faculty and students with innovative technologies designed to enhance online learning. Input from faculty and students drive the resulting feature-rich products. More than 5,000 accounts are currently streamed through WHYY.

WHYY's Home College Service complements CollegeAnywhere by providing a way for students to earn college credit from home. Established in 1996 with the purpose of making more education available to more people, students come from all walks of life to fulfill their lifelong dream of earning a college degree.

For more information: www.collegeanywhere.org

- 7. Public television stations provide high-value content.** Rather than offering turn-key solutions, public television stations create and tailor rigorous content to match the education needs of their audiences and communities. Educational content is built collaboratively by public broadcasters and institutions and organizations in the communities they serve. It is shaped by public television's decades of experience working with communities and expertise in program design and implementation.

Education Survey Highlights

- 95% of stations offer educational programs or activities, defined as content-rich, structured learning experiences, as part of their education services.
- 74% of stations offer education services that address science, technology, engineering and mathematics (STEM) content.
- Other content areas commonly addressed by public television stations include:
 - > Media literacy—72%;
 - > Basic literacy—70%; and
 - > Child development—69%.



STEM Collaborative

A 2001 report on from the National Commission on Mathematics and Science Teaching for the 21st Century stated a sobering truth: "America's students must improve their performance in mathematics and science if they are to succeed in today's world and if the United States is to stay competitive in an integrated global economy." The Science, Technology, Engineering and Mathematics (STEM) Collaborative combines the forces of Alabama Public Television, Arkansas Educational Television Network, the Kentucky Network and Maryland Public Television to address this urgent need.

The STEM Collaborative is creating a sustainable, large-scale digital education content resource that will ensure students, educators and their families have ongoing access to high-quality, standards-based digital education content—in each of the STEM areas. The initial effort to create this resource includes assessment tools to enhance stations' ability to evaluate specific community needs and production of one set of educational resources per station that can be shared among partners.

The collaborative strikes the ideal balance between providing high-value content and assuring its wide and effective delivery through forward-looking technologies.

For more information: www.cpb.org

KQED QUEST

KQED's QUEST is a new multimedia series about the people behind San Francisco Bay Area science and environmental issues and how their work is changing the way we live. QUEST's geographic coverage spans from Mendocino to Monterey and from Sacramento to Santa Clara, and focuses on nine content areas: astronomy, biology, chemistry, engineering, environment, geology, health, physics and weather.

QUEST utilizes all of the station's media platforms, educational resources and extraordinary partnerships. The program includes a half-hour weekly HD television program, weekly radio segments, an innovative website and unique education guides. At the center of QUEST is a website that presents radio and television content, along with many unique features:

- Interactive map created with Global Positioning Satellite technology to 'geotag' locations and images where QUEST segments were filmed and recorded;
- Partner locations, where visitors can experience science, environment and nature first-hand, also are highlighted on the map;
- "Explorations"—nature hikes and walks with a strong science theme;
- New community science blog with daily contributions from scientists, experts, teachers and students with a different Bay Area perspective; and
- Discussion groups, photo sharing and special "web only" content.

Additional resources help ensure access and extend QUEST's reach. They include:

- Education guides—tailored for both outside and inside the classroom;
- Media workshops—to train educators on how to use QUEST stories in educational settings; and
- "QUESTing," educational treasure hunts—that encourage participants to get out and connect with their natural surroundings in a fun and meaningful way.

For more information: www.kqed.org/quest

- 8. Public television stations use technology to create and broadly distribute education services.** Technology shares a strong relationship with public television—a relationship initially sparked by education. Colleges and universities historically turned to instructional television, the forerunner of public television, to reach learners at a distance. Today, public television stations are on the cutting-edge of technology advancements, planning for and testing emergent technologies that hold promise for delivering educational content. Education and technology remain intertwined and are seen as the drivers for public television's future success.

Education Survey Highlights

- 97% of stations use some form of technology to deliver education services. DVD and Internet-based delivery are the most commonly employed technologies currently.
- Stations named broadband as the technology that holds the most promise for advancing the educational mission of public broadcasting. Many stations consider broadband essential as they move towards delivery using multiple interconnected digital platforms.
- Video on Demand (VOD), video streaming, podcasts, datacasting and gaming are technologies being implemented or considered by public television stations to enhance and distribute their education services.
- 50% of stations have purchased technology to support the education services they provide.



- 9. Public television's education services continue to evolve within a culture of continuous improvement.** Public broadcasting is committed to providing not only educational programs and services, but effective ones. Decades of experience have helped public television stations hone and perfect the education services they provide. For example, public broadcasters know that results take time. The services they design and implement regularly stand the test of time—with the most effective programs being in place for four or more years. With a dedication to continuous improvement, station education staffs regularly monitor and adjust their education services to ensure effectiveness and impact.

Education Survey Highlights

- As experts in providing education services that respond to community needs, public television stations have learned over time that effective programs share some common attributes:
 - > **Funded:** services are funded by the station, an external source, or a combination of sources.
 - > **Sustained:** services are optimized over time, remaining in place for more than four years.
 - > **Credited:** some form of credit is offered in exchange for participation (recognition, continuing education credit, qualification in a particular skill set).
 - > **Personalized:** include a face-to-face element that engages participants and prompts continued participation.
- 93% of stations plan to make changes to education services in the coming year. This illustrates a commitment to ongoing education services improvement.

10. For public television, demonstrating impact is important business. While public television stations can readily point to their successes through program participant feedback, hard evidence about individual and community impact is more difficult to find. This station survey has established a baseline by documenting current practices. But this is only a first step. Public television is committed to measuring its success and plans to do so through a variety of strategies—some currently in place, and others just beginning.

Education Survey Highlights

- Historically, stations have used surveys (65%), interviews or focus groups (33%) and conversations or informal input (65%) to solicit feedback about educational services.
- Today, public television is supplementing historical measurement approaches with a return-on-investment strategy.
 - > The Ready to Learn initiative, which involves development of new research-based educational programs and services for young children, includes 56 empirical studies designed to ensure program quality and provide proof of learning impact for the children served.
 - > CPB's Impact Evaluation initiative seeks to build the capacity of public broadcasting stations to measure, evaluate, and communicate the impact of their education services on their local communities. Evaluation tools and training will help public broadcasters conduct this important work. Key measures to be collected by each public broadcasting station and aggregated into a national summary will further quantify and monitor public media's educational impact.

Conclusion

Public television has accomplished much during its 40-year history. Today, our nation faces new challenges in educating America, and public television has been a leader in working with communities to meet these challenges.

Results of the Education Survey have documented the significant work being accomplished in communities across the nation. It demonstrates that public television continues to educate its diverse audiences by providing thoughtful, relevant and engaging content, implementing a wide variety of programs and services, and building strategic partnerships in their local communities.

In the coming years, stations will dedicate themselves to developing new educational content and implementing new technologies. Broadband advances and other digital technologies will enhance and extend the reach of current services. Stations are already at work building new content for teachers, in areas including emergent literacy, early childhood development, STEM education and workforce development. With their strong dedication to making continual improvements, 93% of stations plan to make changes to their education services in the coming year.

In a climate of increasing global competitiveness, public television continues to have a significant role to play in educating Americans. Measuring impact and evaluating efficacy will continue to be an important part of this work.

To learn more about public broadcasting's commitment to education, visit www.cpb.org, www.pbs.org/teachers, pbs.org/parents or, more importantly, the website of the local public television station in your community.



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