

## **Prairie School Television Status Report 2003-2004 School Year**

The North Central Council for School Television, a consortium of northwestern Minnesota, eastern Montana and North Dakota schools in the Prairie Public Television coverage areas, provides the Prairie School Television (PSTV) service to 230 school districts and 116,409 students in the Prairie Region. PSTV obtains the yearly rights to instructional video series to supplement classroom curricula and encourages the use of video and online resources as tools to stimulate an active learning environment. This was Prairie School Television's 39th year of operation. PSTV continues its commitment to serve teachers and students in the prairie region.

Beginning in September, 2003, the *Prairie School Television e-Newsletter* was sent electronically rather than the previously mailed print copy for each teacher in each member school. Every school Superintendent was contacted by letter and email with follow-up phone calls to request permission to either email the school's staff directly or email a PSTV "rep" who would forward the email newsletter to the rest of the staff. Email addresses for each Superintendent, each school building or district PSTV representative or each individual teacher were entered in the PSTV email address book. Only one school refused to have the email sent at all, a few schools determined not to forward the e-Newsletters but posted them on the school's internal Web site, two schools sent their school's listserv addresses, 45 sent their staff email list for direct emails and the rest set up one or more representatives in schools with the responsibility to forward the initial email to assigned staff. Feedback from teachers indicates that some school representatives did not forward the eNewsletter at all, consequently teachers from those schools did not see the monthly schedule and information about promoted resources. Many teachers requested to have their individual email address added to the list, and in some cases, took it upon themselves to forward those emails to other interested teachers. A positive of the change to the electronic versions is reflected in the Web site statistics, which show that readers clicked on program or other information URLs directly from the email, obtaining considerably more information on specific interests as well as saving time to locate the resources.

Web statistics summarized from the education Web site from September 2003 through the beginning of April 2004 indicate the most visited page was the PSTV main page with over 8,000 hits, followed by the education services main page with 6,314 hits, the PSTV broadcast schedule with 3,798 hits and the titles page with 2,620 hits. Of note is the Web page dedicated to TeacherLine with 1,317 hits from February to March. The newsletter was also available on the PSTV Web site. For the 2003-04 school year, the months of January and February showed the highest number of hits. The programs most visited were **The Art-maker** series, the **Scholastic Caldecott/Newbery Series**, the **Scholastic Caldecott Holiday Series**, **My Beautiful House** and the timely science series **Passport to Knowledge**.

Share a Story, an unprecedented public service campaign to encourage children's learning to read, builds on existing PBS and Prairie Public literacy projects. This multimedia approach inspires adults to help children develop language and literacy skills through daily activities exploring how reading books, telling stories and singing songs help develop children's vocabulary, comprehension, phonological awareness and knowledge of narrative. A Prairie School Television grant allowed Prairie Public to partner with the Fargo Parks District and the United Way in April to participate in an event in Fargo that drew more than 1,200 participants from the community.

The **Reading Rainbow** Young Writer's Contest and other associated reading and literacy resources including the **Reading is Fundamental** series and their extensive Web sites were promoted in emails, the *PSTV e-Newsletter*, *Waves* and on the Web.

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## Programming for 2003-2004

### 2003-2004 Added Programs\*

Arts in Every Classroom K-5

Earth Today

Four Sisters for Peace

Innocence in an Age of Infamy

Kids Quest: The Lewis and Clark Expedition      Electronic Fieldtrip

Missing Link

Power of the Pause Button

Principals: Leaders and Learners

PT3 Now!

Sacagawea

Scholastic Holiday Series

Real Science 8

Teaching Now!

Teaching Reading K-2

Underwater World of Space: Journey to the      Neutral Buoyancy Lab\*40 additional program series will be added through the Scholastic ETV Consortium membership, series to be identified prior to the beginning of the 2004-2005 school year

### 2003-2004 Dropped Programs

3-2-1 Classroom Contact

Animals and How They Live

Biodiversity: Wild About Life

Destinos Part 1 and 2

From the Brothers Grimm

Naming the Nightmare

Passport to Knowledge: Antarctica

Right Turns Only

Science for You

Slim Goodbody: No Time to Waste

What's in the News **Continued weekly and monthly programs**

Assignment the World      (weekly current events)

DOE Education News      (monthly professional development)

NASA Connect      (monthly science)

NASA SCience Files      (monthly science)

Destination Tomorrow      (monthly internet integration)

## PSTV Services

### Prairie School Television on the World Wide Web [prairiepublic.org/education/pstv](http://prairiepublic.org/education/pstv)

Prairie School Television continues to provide timely updates to the educational resources and other materials available on the Web site. The site highlights a listing of PSTV programs with immediate on-screen descriptions and links to World Wide Web resources for that specific program, duplication and teacher guide's order forms, links to PBS prime-time programming, copyright, and other pertinent education links. The site currently hosts preview video clips of many of the PSTV video series and hosts some streaming video for Video On Demand. The monthly newsletters are accessible from the Web, and we

continue to expand the site to provide video based lesson plans, curriculum connections for the PSTV programs, and links to other educational web sites.

### **Prairie School Lending Library Service**

PSTV provides dubbed copies of programs aired for the member schools to use during the time we have paid rights (usually 1 year from the date of broadcast).

<b>Year</b>	<b>Series Available</b>	<b>Ordered</b>	<b>Free Service</b>
2002-03	174	71	735
2003-04	187	76	775

### **Prairie School Duplication Service**

Taped programs give teachers more flexibility in scheduling the video to fit their lesson plans. The duplication service offers schools the PSTV instructional programs on master quality tape to keep in their video libraries or classrooms. This year, PSTV obtained duplication rights for 187 programs and instructional series.

<b>Year</b>	<b>Series Available</b>	<b>Ordered</b>	<b>Total Amount</b>
1993-94	86	83	\$3,150
1994-95	94	103	\$3,393
1995-96	112	52	\$1,530
1996-97	110	52	\$2,890
1997-98	108	17	\$490
1998-99	112	13	\$450
1999-00	102	11	\$375
2000-01	150	8	\$450
2001-02	150	10	\$475
2002-03	174	8	\$200
2003-04	187	5	\$418.32

### **The Prairie School Television Newsletter**

The *Prairie School TV eNewsletter* is emailed 9 times during the school year. The eNewsletter is usually 5-6 pages long and highlights information about the instructional series, gives the monthly schedules for taping programs from the Library Taping Service, correlates and program and related web sites, and identifies important prime time programs of interest to educators. From September through May, PSTV created and emailed newsletters to 14,000 teachers, other educators and professional people interested in educational initiatives. The eNewsletter is sent to either a representative in the school who forwards it on to the teachers or in some cases directly to each staff member.

### **Instructional Program Subject Areas**

- Social Studies
- Geography
- Literature
- Music
- Economics
- Arts and Crafts
- Workplace Readiness
- Learning Skills
- Culture Studies
- Technology
- Internet
- Environment
- Staff Development

Health/Guidance  
 History  
 Language Arts  
 Mathematics  
 Foreign Languages  
 Science

**Member Schools:**

<u>Year</u>	<u>School Districts</u>	<u>Students</u>
1989-90	141	64,209
1990-91	169	90,727
1991-92	156 (356 buildings)	98,467
1992-93	148 (350 buildings)	87,807
1993-94	150 (351 buildings)	84,043
1994-95	149 (349 building)	83,244
1995-96	134	77,834
1997-98	121	64,584
1998-99	110	60,029
1999-00	108	53,788
2000-01	101 (238 building)	51,010
2001-02	90	41,112
2002-03	236	118,689
2003-04	230	116,409

**Geographic break down**

<b>1993-94</b>	<u>150 school districts:</u>	<u>84,043 students</u>
Minnesota	35	29,256
Montana	9	1,907
North Dakota	106	52,880
<b>1994-95</b>	<u>149 school districts:</u>	<u>83,244 students</u>
Minnesota	34	27,568
Montana	10	2,112
North Dakota	105	53,526
<b>1995-96</b>	<u>134 school districts</u>	<u>80,124 students</u>
Minnesota	27	25,513
Montana	8	1,539
North Dakota	99	53,072
<b>1996-97</b>	<u>127 school districts</u>	<u>77,834 students</u>
Minnesota	27	25,588
Montana	9	1,620
North Dakota	91	50,626
<b>1997-98</b>	<u>121 school districts</u>	<u>64,584 students</u>
Minnesota	24	23,977
Montana	9	1,624
North Dakota	87	38,983
<b>1998-99</b>	<u>110 school districts</u>	<u>60,029 students</u>
Minnesota	23	22,572
Montana	8	1,633
North Dakota	79	35,877
<b>1999-00</b>	<u>108 school districts</u>	<u>53,788 students</u>

Minnesota	20	16,315
Montana	7	1,671
North Dakota	79	35,802
<b>2000-01</b>	<u>101 school districts</u>	<u>51,100 students</u>
Minnesota	17	14,675
Montana	7	1,531
North Dakota	79	34,804
<b>2001-2002</b>	<u>90 school districts</u>	<u>41,112 students</u>
Minnesota	14	7,577
Montana	7	1,466
North Dakota	79	32,069
<b>2002-2003</b>	<u>236 school districts</u>	<u>118,689 students</u>
Minnesota	12	5,058
Montana	7	1,376
North Dakota	217	112,255
<b>2003-2004</b>	<u>230 school districts</u>	<u>116,409 students</u>
Minnesota	12	5,140
Montana	7	1,464
North Dakota	211	109,805