

EDUCATION

For questions regarding this section, contact PBS Education at (703) 739-8630

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Educational Materials

Research has shown that preK-12 teachers rate PBS as primary sources of media for classroom use. PBS is the #1 source of video content for preK educators. Additionally, pbsteachers.org is recognized as one of the top three Web destinations for preK-12 teachers. Twenty-eight percent of visitors to pbs.org identify themselves as educators. This evidence, combined with ongoing feedback from teachers, tells us that educators have come to expect engaging, credible resources of the highest quality from PBS.

Expand your audience and better serve educators and students by creating compelling classroom content to accompany your full-length broadcast program, as part of a companion website on pbs.org. PBS expects to see specific ideas about classroom content and educational extensions of programming as part of the original proposal submitted to PBS.

In addition to being a cost-effective means of reaching large numbers of teachers, online distribution allows for greater interactivity in your educational materials. It also qualifies your program for additional promotional opportunities within pbs.org.

For more information about creating classroom content, visit www.pbs.org/exchange/.