

NEWS RELEASE

FOR IMMEDIATE RELEASE

Media Contacts:

Dana McCullough
StreamlineSC
803-737-3212
dmccullough@sctev.org

Coni Rechner
Discovery Education
800-323-9084 x7217
coni_rechner@discovery.com

ETV's StreamlineSC Marks Millionth View

*Collaboration Between Discovery Education and ETV Transforms
South Carolina Educators' Use of Digital Media*

Silver Spring, MD (March 6, 2006) – ETV's **StreamlineSC**, the educational video-on-demand streaming service available for free to all teachers and students in South Carolina, received its 1 millionth view this past February. Mrs. Clarissa Bennett's class at Roundtop Elementary School in Blythewood took the honors.

StreamlineSC is made available to all schools in South Carolina through a partnership between Discovery Education, the State Department of Education and the South Carolina K-12 Technology Initiative. **StreamlineSC** is powered by *unitedstreaming*, the digital video-on-demand service from Discovery Education, the only educational resource of its kind proven to increase student achievement.¹

Bennett and her class logged on to view a video clip from **Junior Oceanographer: Oceans, Weather, and Climate**, one of more than 40,000 standards-based video clips available to educators through the partnership. In recognition for generating **StreamlineSC**'s millionth view, Roundtop Elementary School will receive an **InFocus** LCD projection monitor courtesy of Discovery Education and ETV.

"ETV **StreamlineSC** has been an invaluable tool for instruction. The videos help students to visualize the subject matter, offering 'being there' experiences for children while in the classroom," commented school speech pathologist, Clarissa Bennett. "This allows for better understanding of the content, creating relevancy for the students. Since I work with students from all grade levels, I enjoy the opportunity to look up videos based on state standards, subject matter, or by my instructional goals. It is a great way to reach auditory and visual learners while enhancing the lesson."

Dean Byrd, director of distance learning at ETV said, "When we kicked off **StreamlineSC** a little over one year ago, we knew we had a wonderful service that teachers and students would love. The fact that **StreamlineSC** has received its 1 millionth view in such a short period of time tells us we were right."

“Discovery Education is pleased that our partnership with ETV has yielded such great usage of digital media, which we know has been proven to engage learners and enhance student achievement,” said Ron Reed, Executive Vice President, School Services, Discovery Education. “We are delighted to be partnering with ETV and many public television stations across the country in support of their educational mission.”

Additional information about **StreamlineSC** is listed below:

- 100% of all 85 school districts are utilizing **StreamlineSC**.
- This includes over 712,000 students in 1,088 public schools, 50 private schools and 50 home schools.
- 4,000 digital videos, chaptered into 40,000 clips, and 16,000 high-resolution images are available for download 24 hours a day, 7 days a week.
- 320 of the 4,000 videos are ETV productions, which include South Carolina history, foreign language, and instructional programs (in French, Spanish and German) for students, and professional development programs for teachers created by ETV and the State Department of Education.
- Teachers can easily access the correlating state curriculum standard for each video clip.
- 2,500 teachers, media specialists and school officials have undergone the FREE training provided by ETV, and thousands more have been introduced to StreamlineSC at conferences and other presentations.
- 35 Distance Education Learning Centers (DELCS) are currently being trained to add local videos, such as school board meetings, events and more.

For more information about *unitedstreaming* or any of Discovery Education’s other products and services, please visit www.discoveryeducation.com or call 800-323-9084.

About Discovery Education

Discovery Education is a division of Discovery Communications, the leading global real-world and knowledge-based media company. The leader in digital video-based learning, Discovery Education produces and distributes high-quality digital video content in easy-to-use formats, in all core-curricular subject areas. Its award-winning digital learning resources are licensed to more than 70,000 schools across the United States. Discovery Education is committed to creating scientifically proven, standards-based digital resources for teachers, students, and parents. Through strategic partnerships with over 25 public television stations across the country, its public service initiatives, products, and joint business ventures, Discovery Education helps educators around the world harness the power of broadband and media to connect their students to a world of learning. For more information, visit www.discoveryeducation.com.

- DCI -

¹ Two independent random-assignment, control-group studies—conducted in rural Virginia in 2002 and urban Los Angeles, California in 2004—showed statistically significant improvement in Social Studies, Science, and Math performance for students exposed to video content from *unitedstreaming* over those students not exposed to the content. Details available online at <http://www.unitedstreaming.com/publicPages/evaluation2004.cfm>