



NEWS RELEASE

FOR IMMEDIATE RELEASE
Thursday, January 25, 2007

Contacts: Jennifer Henry, 240-662-2377
Discovery Education
Charlene Blohm, 608-839-9800
C. Blohm & Associates

Discovery Educator Network Launches Three New Blogs

Blogs Give Educators Forum to Share Ideas and Best Practices on Using Latest Digital Technology in the Classroom

Orlando, Fla. (January 25, 2007) – Discovery Education’s Discovery Educator Network has launched three new educational technology weblogs. The blogs, Media Matters, Digital Passports and Digital Storytelling, are designed to share insights from leading educational technology experts on how to incorporate the latest digital assets in the classroom to help meet the challenges of teaching 21st century learners.

“These blogs reinforce Discovery Education’s commitment to providing educators with a global community to collaborate and share resources on integrating the latest technology into their classroom curriculum,” said Coni Rechner, vice president, Discovery Educator Network. “We’re pleased that DEN has three passionate educational technology experts overseeing these blogs, ensuring that our educators will get the inside scoop on cutting-edge technologies and how they can make an impact on engaging today’s students in learning.”

Media Matters (http://discoveryeducation.typepad.com/media_matters/) focuses on all things related to Digital Media and education and is hosted by Hall Davidson, who joined the Discovery Educator Network team in 2006 after serving as the Director of Education Television Services at a California PBS affiliate for 15 years. Hall has served as a technology advisor for software manufacturers, commercial and PBS broadcasters, organizations including the California School Library Association and Technology for Results in Elementary Education and taken part in numerous technology education task forces and committees.

Digital Passports (http://discoveryeducation.typepad.com/digital_passports/) features explorations into new and interesting online technologies that are used by today’s technology-savvy generation, including Web 2.0 websites. The blog is managed by Steve Dembo, who has worked as a kindergarten teacher and Director of Technology at the Bernard Zell Anshe Emet Day School in Chicago, Illinois, before joining Discovery Education in 2006.

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As the Online Community Manager for the Discovery Educator Network, he oversees the DEN virtual community, including a network of over 20 educational blogs. Steve's personal blog, Teach42.com, is renowned in the EdTech community and his Teach42 podcast was one of the first educational podcasts, serving as the inspiration for many other educators to create their own shows.

Digital Storytelling is managed by Joe Brennan (http://discoveryeducation.typepad.com/digital_storytelling/), an expert in digital storytelling who has over 30 years of classroom experience, the last 12 serving as the AV/Media Coordinator at Niles West High School in Illinois before retiring last June. Every week, Joe reviews resources, blogs and provides insight into the world of digital storytelling.

The Discovery Educator Network (www.discoveryeducatornetwork.com) is a global community of educators who are passionate about the power of digital media. The DEN website provides a forum for educators to exchange ideas, resources and best practices on integrating multimedia content in their classroom curricula. The network also provides professional development opportunities for users of Discovery Education products and services, including meetings and events, interactive online workshops, teaching tips, best practice videos and project demonstrations. Since its launch in the summer of 2005, more than 20,000 educators have become DEN members and 250,000 educators have been trained through the program.

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. Discovery Education is committed to creating scientifically proven, standards-based digital resources for teachers, students, and parents that make a positive impact on student learning. Through strategic partnerships with 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.

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