



NEWS RELEASE

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Memphis City Schools Continues Commitment Providing Educators and Students High-Quality Digital Media From Discovery Education

District empowers educators through comprehensive professional development programming

Silver Spring, Md. (March 26, 2009) – Renewing its commitment to provide district students and educators the largest and highest-quality library of digital media available, Memphis City Schools recently extended its agreement to offer Discovery Education *streaming* to the district’s more than 180 schools. In addition, Discovery Education has partnered with the district to provide a customized series of professional development opportunities to Memphis educators.

Memphis City Schools provides a rich array of services to meet the needs of its students, helping each to graduate with the critical thinking skills necessary to thrive in the 21st century. Discovery Education *streaming*, the digital video-based learning resource scientifically proven to improve academic achievement, offers district teachers and students a library of more than 5,000 videos and 50,000 video clips aligned to Tennessee academic standards and searchable by keyword, content area and grade level. The rich video content and other digital assets from Discovery Education enhance curriculum and engage today’s students in learning.

Memphis City Schools also uses Discovery Education Assessment. Employing a model of academic monitoring that quickly and accurately tracks student progress toward meeting Tennessee standards for reading/language arts, math and science, Discovery Education Assessment, when married to Discovery Education *streaming*, provides teachers with a combination of data and content that helps deliver highly-focused, differentiated instruction.

In addition, Memphis City Schools and Discovery Education have partnered to offer educators throughout the district access to a series of robust in-person and online professional development events. Through this customized training series, educators will learn how best to integrate digital media across the curriculum to enhance lessons and further engage students.

“Memphis educators depend on high-quality digital media to improve student achievement in the classroom,” said Dr. Kriner Cash, Memphis City Schools Superintendent. “We are pleased to continue our partnership with Discovery Education. The organizations’ combination of

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stimulating media and impactful, consistent professional development empowers educators to improve student achievement.”

Discovery Education partners with school systems to create comprehensive professional development programs that provide teachers the instructional strategies they need to reach today’s media-savvy students. In addition, the company continues to build capacity and to support educators with one of the nation’s largest professional learning communities, the Discovery Educator Network. Through the Discovery Educator Network, educators have access to a wide range of technology training as well as a resource library of teacher-generated projects and tools.

“We are pleased to continue our relationship with Memphis City Schools, and look forward to conducting professional development sessions throughout the year,” said Andy Schaefer, Discovery Education Vice President of Digital Sales. “We understand the importance of providing not only the tools to engage students in learning, but also the consistent professional development that helps teachers maximize the district’s investment in those tools.”

For more information on Discovery Education *streaming*, Discovery Education’s professional development services, or any other products and services from Discovery Education, please visit www.discoveryeducation.com or call 800-323-9084.

About Discovery Education

Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) revolutionized television with Discovery Channel and is now transforming classrooms through Discovery Education. Powered by the number one nonfiction media company in the world, Discovery Education combines scientifically proven, standards-based digital media and a dynamic user community in order to empower teachers to improve student achievement. Already, more than half of all U.S. schools access Discovery Education digital services. Explore the future of education at www.discoveryeducation.com.

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