



NEWS RELEASE

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South Carolina Public Broadcaster Continues Commitment to Provide Educators and Students Statewide High Quality Digital Content

South Carolina Educational Television renews agreement with Discovery Education

Silver Spring, Md. (June 22, 2009) – Continuing its commitment to provide South Carolina students and educators with the largest and highest quality library of digital media available, [South Carolina Educational Television \(SCETV\)](#) recently signed a three-year extension of its agreement distributing [Discovery Education streaming](#) content, which is better known as [StreamlineSC](#) in the Palmetto State. Since the inception of the Discovery Education-SCETV partnership in 2004, South Carolina’s educators have viewed more than 8.5 million videos on-demand. This high level of teacher and student use ranks South Carolina first in the nation among Discovery Education’s state partners in average views and active use per teacher.

Discovery Education *streaming* content, [Discovery Education Health](#) content, as well as locally-produced educational videos added by SCETV, are delivered through StreamlineSC, which is found on SCETV’s OnePlaceSC Web portal, located at www.oneplacesc.org. Access to OnePlaceSC and StreamlineSC are available, at no charge, to all South Carolina public, private and home schools.

StreamlineSC offers teachers and students a library of up to 10,000 videos and 70,000 video clips – including more than 1,500 local and state productions – aligned to state academic and testing standards. Searchable by keyword, content area and grade level, the rich video content and other digital assets enhance curriculum and engage today’s students in learning.

According to David Crouch, President and CEO of SCETV, “With the shape of today's economy – now, more than ever – we are pleased to continue our partnership with Discovery Education. Many South Carolina schools wouldn't be able to pay for StreamlineSC on their own, and by making it available for free to all public, private and home schools in South Carolina, we are ensuring that every teacher and every student has access to this and other high-quality educational resources. The money these schools save is then able to go help out other vital areas, and improve the overall education of our students.”

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“SCETV and Discovery Education share the common goal of improving student achievement in South Carolina,” explained Andy Schaefer, Discovery Education Vice President of Digital Sales. “By providing seamless access to outstanding digital content correlated to South Carolina state standards, Discovery Education, SCETV and its partners are providing the tools educators need to prepare students for the future.”

SCETV supports South Carolina educators in their efforts to engage students in learning through the power of educational technology. Providing hundreds of free workshops and professional development events to educators each year, SCETV has helped more than 27,000 South Carolina educators incorporate digital media into classroom activities since 2004.

The Discovery Educator Network (DEN), a global community of 88,000 educators passionate about integrating media into classroom curriculum, also will continue to support the teachers served by SCETV. Through the Discovery Educator Network, educators have free access to a wide range of professional development opportunities, as well as a resource library of teacher generated projects and tools.

For more information on South Carolina Educational Television’s educational services, please visit www.scetv.org.

For more information on Discovery Education *streaming*, 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.

About South Carolina ETV and OnePlaceSC.org

South Carolina ETV is South Carolina's statewide network with 11 television stations, eight radio stations and a closed-circuit educational telecommunications system in more than 2,000 schools, colleges, businesses and government agencies. ETV uses the power of TV, radio, satellite and the Internet to advance education, culture and citizenship. SCETV, in partnership with the [South Carolina State Department of Education](#) and the [K-12 Technology Initiative](#), created the OnePlaceSC web portal to manage and improve access to all of their digital learning resources offered in South Carolina schools.

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