



NEWS RELEASE

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New Service from Discovery Education Helps Districts Embed Digital Content Directly Into Curriculum

New curriculum alignment service highlights digital media's shift from supplemental content to comprehensive instructional solution

Silver Spring, Md. (June 25, 2009) – Discovery Education, producers of digital content and services such as Discovery Education *streaming*, Discovery Education Science and Discovery Education Health, announces a new curriculum alignment service headed by Discovery Education Senior Vice President of Curriculum Development, Dale Fulton.

Fulton will lead a group within Discovery Education dedicated to collaborating with school districts on their goals for the integration of digital content into day-to-day classroom instruction. Discovery Education's team of subject matter experts will comb their vast library of more than 250,000 digital content assets, including video clips, writing prompts, images, audio files, virtual labs, games, articles, assessment items, and more; and then align those resources to district pacing guides, scope and sequence documents, or instructional guides.

Joining Fulton, a former Montgomery County Public Schools (Md.) Associate Superintendent for Curriculum and Instruction, in forming this team are Directors of Curriculum Development, Jocelyn Chadwick and William McDonald. Chadwick is an English Language Arts/Social Studies content specialist and former Harvard University Associate Professor, and McDonald is a Science and Math content specialist and former Montgomery County Public Schools (Md.) Director of Elementary Instruction. A nationwide network of subject-matter experts will further support this group.

The alignment of digital content to district curriculum materials represents a paradigm shift occurring in school systems nationwide. While digital media was once viewed as a supplemental resource to textbooks, Discovery Education's combination of content, alignment, assessment and professional development creates a comprehensive instructional solution comparable in scope to traditional schoolbooks. This flexible, engaging and cost effective solution appeals to forward-thinking educators and administrators as well as 21st Century learners.

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“Today’s classrooms are dynamic places, and teachers are continually challenged to spend as much time on instruction as possible,” explained Fulton. “Aligning digital content to curriculum materials offers a number of real benefits for schools. It helps educators quickly and easily find the digital content they need to meet their district’s academic standards. It promotes a high level of consistency in instruction, as it provides a clear roadmap as to what concepts are taught when and with what resources. Finally, it helps transform traditional classrooms into 21st century learning environments by providing teachers with an easy-to-use resource where they can find engaging, effective and appropriate digital materials.”

For more information on Discovery Education’s new curriculum alignment 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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