



## **PBS TeacherLine® and Just ASK Publications Team up to Provide Mentors With Easily Accessible, Searchable Professional Development Resources**

***Just ASK's content on best practices in teaching and learning added to PBS TeacherLine Peer Connection to support school-based, ongoing professional development***

ARLINGTON, Va. (Dec. 16, 2008) – Through a new partnership, professional development content from Just ASK Publications & Professional Development will be incorporated into [PBS TeacherLine Peer Connection](#), an online suite of multimedia resources, instructional strategies, and tools that support educators with coaching and mentoring responsibilities.

[Just ASK's](#) resources offer practical, research-based teaching strategies that teacher leaders and mentors can use immediately with their peers in any subject area. Topics cover a wide range of instructional practices from lesson planning and classroom management to assessment and data analysis. Product integration will be completed in early 2009.

“Combining our content with PBS TeacherLine’s in an online, searchable library will provide mentors with a remarkable breadth and depth of high-quality professional development resources to use when working with peers of all experience levels,” said Mike Rutherford, vice president of business development for Just ASK. “Mentors provide on-site support to educators, often in addition to their other teaching responsibilities, so they need anytime, anywhere access to resources. PBS TeacherLine Peer Connection is a valuable time-saver and trusted source for information.”

Featuring thousands of research-based, standards-aligned content in K-12 math, reading and instructional technology, PBS TeacherLine Peer Connection enables instructional coaches and mentors to augment their current professional development programs and create a customized, practical learning experience for teachers. PBS TeacherLine Peer Connection offers modules for school-based professional developers to learn about the interventions they are sharing and how to productively employ the mentoring process to provide effective teacher professional development.

“Just ASK’s award-winning resources provide critical information for mentors within PBS TeacherLine Peer Connection to facilitate the use of best practices,” said Melinda George, senior director for PBS TeacherLine. “Most importantly, the resources promote 21<sup>st</sup> century teaching and learning to ensure teachers have the knowledge and skills to prepare students for success in today’s competitive global economy.”

Established in 1989 by Paula Rutherford, best-selling author of “Why Didn’t I Learn This in College?” and “The 21<sup>st</sup> Century Mentor’s Handbook,” Just ASK provides products and services for educators in formats that support face-to-face and blended professional development programs in schools and districts. Its comprehensive resources are designed to meet the needs of new teachers, mentors, experienced teachers, and administrators in a way that ensures that all stakeholders are using the same language to plan, implement and assess student learning as well as using data to inform decisions. Current areas of emphasis include teaching, learning and leading in a standards-based environment; meeting the needs of diverse learners; revision

of supervision and evaluation systems; data-driven decisions; smaller learning communities; job-embedded learning; and induction.

For more information about PBS TeacherLine Peer Connection, visit [www.pbs.org/peerconnection](http://www.pbs.org/peerconnection). To learn more about Just ASK, go to [www.justaskpublications.com](http://www.justaskpublications.com).

#### **About PBS TeacherLine**

PBS TeacherLine is committed to helping teachers acquire the skills they need to prepare students for a successful future. PBS TeacherLine provides high-quality, affordable professional development through facilitated, online courses, collaborative learning communities, and exemplary Internet-based resources. Currently, more than 130 courses across multiple subject areas are offered. Teachers can earn continuing education units, professional development points, and graduate credits for course completion. The courses have been developed in conjunction with leading education organizations, including Mid-Continent Research for Education and Learning (McREL), Education Development Center (EDC), Concord Consortium, National Council of Teachers of Mathematics, and International Society for Technology Education. Created in 2000, PBS TeacherLine is funded by a grant from the U.S. Department of Education for \$6,046,811. This represents approximately 85 percent of the total program funding. The remaining 15 percent is funded through in-kind support from PBS and program income. For more information, visit [www.pbs.org/teacherline](http://www.pbs.org/teacherline).

#### **About PBS**

PBS, with its 356 member stations, offers all Americans – from every walk of life – the opportunity to explore new ideas and new worlds through television and online content. Each week, PBS reaches more than 65 million people and invites them to experience the worlds of science, history, nature, and public affairs; hear diverse viewpoints; and take front row seats to world-class drama and performances. PBS' broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS for digital content and services that help bring classroom lessons to life. PBS' premier children's TV programming and Web site, [pbskids.org](http://pbskids.org), are parents' and teachers' most trusted partners in inspiring and nurturing curiosity and love of learning in children. More information about PBS is available at [www.pbs.org](http://www.pbs.org), one of the leading dot-org Web sites on the Internet.

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