



ADVANCING EXCELLENT TEACHING

ANNENBERG/CPB 1999–2004



Dear Mrs. Annenberg,

In 1991, with extremely generous funding from Ambassador Annenberg and you, Annenberg/CPB began to develop “materials, courses, and teaching concepts that can contribute to learning in mathematics and science in elementary and high schools across the nation.”

We created these resources with the finest scholars, educators, and media producers in America. We then built a satellite television channel and web site to deliver them free to schools. By 1999, The Annenberg/CPB Channel reached more than 45,000 of the nation’s schools, impacting 500,000 math and science teachers and 7.5 million students per year. The resources became so popular that an independent researcher wrote that “it seemed as though we were studying the spread of a contagion.”

Most importantly, the resources helped science and math educators focus not on lists of facts and formulae, but on every young person’s understanding and use of these subjects. Math and science education changed and continues to change for the better.

Based on this success, in 1999 you granted Annenberg/CPB additional funds to strengthen its math and science resources, Channel and web site, but also to create new resources that could contribute to learning in the arts, foreign languages, literature and language arts, and social studies. The purpose of this report is to show you what we have done with those funds.

Briefly, we have used those precious funds to deliver to you and the nation:

- An Annenberg Collection for teaching and learning spanning all school subjects;
- An Annenberg Channel reaching 99,000 of the nation’s 117,000 schools; and
- A web site, Learner.org, visited more than five million times per month.

The Channel and web site ensure that tens of thousands of schools and millions of teachers and young people freely benefit from the Collection of resources you have funded. The Collection itself focuses schools not just on the arts and language arts, social studies and science, but also on the most important subject of all: our young people. As educators use these resources they become devoted to helping each child understand and reach her full learning potential, and acquire the skills and passion needed to continue learning and growing throughout a lifetime. A child so educated is free in the very best sense of the word.

With your recent, most generous funding of our efforts, we will carefully nurture this Annenberg Collection and communication system, ensuring that American schools become portals to freedom for all our young people. I cannot imagine a greater gift to the nation. I thank Ambassador Annenberg and you so very much.

My very best to you,

Director

NEW RESOURCES FOR PROFESSIONAL DEVELOPMENT

From 1999 to 2004, Annenberg/CPB funded the creation of 26 new professional development resources in a range of disciplines from arts, civics, foreign languages, history, literature, reading, and writing. This wealth of collected knowledge from the nation's top scholars and thoughtful K-12 educators provided teachers with a deeper understanding of their discipline and their students, and reawakened their joy of teaching.



Making Civics Real includes classes that are part of the University of Pennsylvania's Student Voices Project. The workshop resource was created in collaboration with the Center for Civic Education and the National Council for Social Studies.

“TO DEVELOP A
REAL PROFESSION
OF TEACHING
YOU HAVE
TO HAVE
KNOWLEDGE
OF HOW PEOPLE
LEARN. IT'S AT
THE CORE. IT
ALLOWS YOU
TO THINK
ABOUT WHAT'S
WORKING AND
WHAT'S NOT
WORKING, AND
WHAT YOU NEED
TO DO TO HELP
STUDENTS
LEARN.”

—LINDA DARLING-
HAMMOND, PROFESSOR OF
EDUCATION, RESEARCHER,
STANFORD UNIVERSITY



John Sinnett, a Houston-area kindergarten teacher featured in *Teaching Reading K-2*, often works shoulder to shoulder with his students as they acquire the basics of reading and writing. “I want to be in there with them. So if they have questions, I can point things out to them. And I want to bond with them too. Create that sense of community,” says Mr. Sinnett.

NEW RESOURCES FOR PROFESSIONAL DEVELOPMENT

ARTS

The Arts in Every Classroom: A Video Library and Workshop for K-5 Teachers

Arts Integration in Middle Schools: A Teaching Practices Library and Workshop, 6-8

The Art of Teaching the Arts: A Workshop for High School Teachers

FOREIGN LANGUAGES

Teaching Foreign Languages: K-12 Video Library and Workshop

LANGUAGE ARTS AND LITERATURE

Artifacts & Fiction: Workshop in American Literature

Developing Writers: A Workshop for High School Teachers

Engaging With Literature: A Video Library and Workshop for Teachers, Grades 3-5

Envisioning Literature: Conversations in Literature

The Expanding Canon: Teaching Multicultural Literature in High School

In Search of the Novel/ Authors' Notes

Making Meaning in Literature: A Video Library and Workshop for Teachers, Grades 6-8

Multicultural Literature at the Middle Level Workshop

Teaching Reading K-2, Library and Workshop

Write in the Middle: A Workshop for Middle School Teachers

SOCIAL STUDIES

The Economics Classroom

Making Civics Real: A Workshop for Teachers

Primary Sources: Workshops in American History

Social Studies in Action: A Teaching Practices Library, K-12 and A Methodology Workshop, K-5

Teaching Geography and Power of Place Course Updates



Seventh graders collaborate on a poster project about the geography and history of Africa in *Social Studies in Action: A Teaching Practices Library, K-12*.



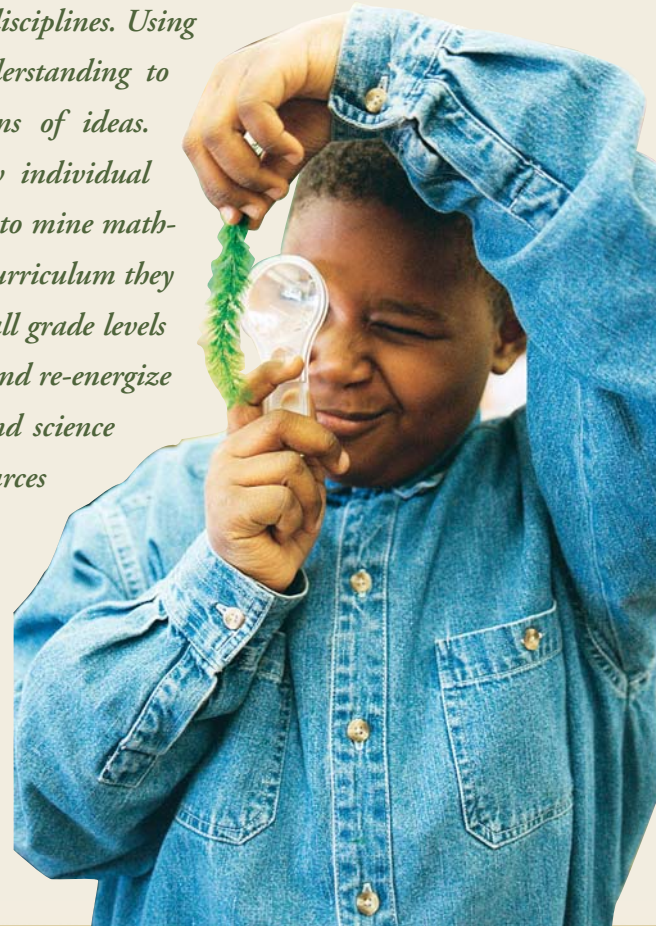
The *Teaching Reading K-2* classroom practices library profiles a student's reading progress in catching up with his classmates under his teacher's guidance and careful monitoring.



Students of Japanese play a Jeopardy-like quiz game to demonstrate their knowledge of Japan's cultural attractions in *Teaching Foreign Languages K-12*.

ENHANCED MATH AND SCIENCE PROFESSIONAL DEVELOPMENT

Building upon the base of resources and expertise developed during the Math and Science Project, Annenberg/CPB funded 17 new or updated titles emphasizing teaching methods and content knowledge in these disciplines. Using these resources, teachers gain the skills and understanding to guide their students through deeper explorations of ideas. Interactive web-based mathematics courses allow individual teachers, as well as those working in study groups, to mine mathematical concepts for multiple connections to the curriculum they teach. Science content courses provide teachers at all grade levels with an engaging way to update their knowledge and re-energize their classes. This expanded collection of math and science resources offers teachers and their students the resources to become truly excellent.



Elementary questions, such as “What Is Life?” get to the root of scientific thinking in *Life Science*, the first of three *Essential Science for Teachers* courses. This youthful botanist ponders a plant that does not need water to thrive.

MATHEMATICS

Insights into Algebra 1:
Teaching for Learning

Learning Math

Data Analysis,
Statistics, and
Probability

Geometry

Measurement

Number and
Operations

Patterns, Functions
and Algebra

Online Math Courses

Teaching Math K-2

Teaching Math 3-5

Teaching Math 6-8

Teaching Math 9-12

SCIENCE

Essential Science Courses
for Teachers

Life Science

Earth and Space
Science

Physical Science

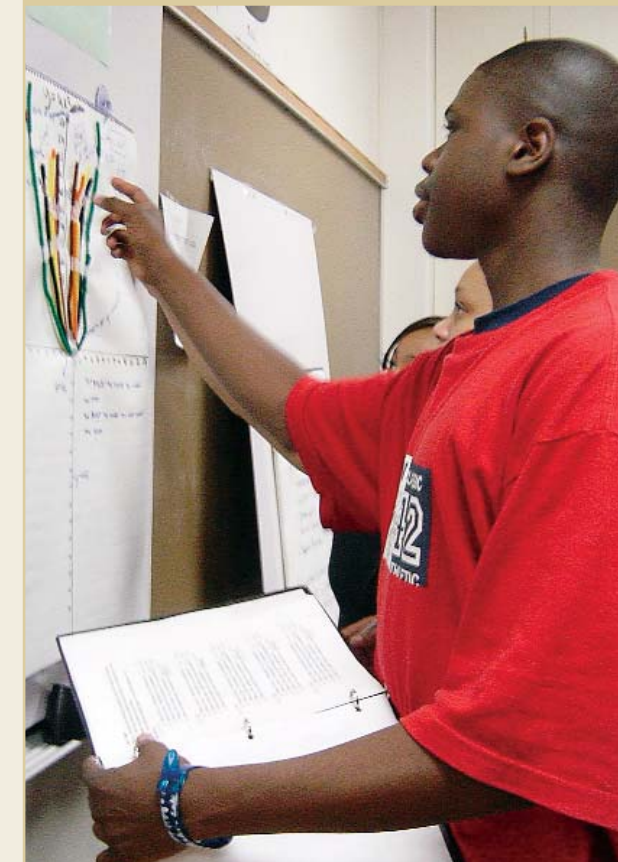
Journey North

Rediscovering
Biology: Molecular
to Global
Perspectives

Reactions in
Chemistry

Science in Focus:
Energy

Students in algebra classes dissect and reassemble algebraic formulas as they learn to use the tools of the discipline to answer questions of their own in the *Insights into Algebra* workshop.



“THE REAL GOAL OF SCIENCE TEACHING IS NOT TO
PASS THE TEST IN THE CLASSROOM, BUT TO BE ABLE
TO DO SOMETHING OUT IN THE REAL WORLD.”

—DR. JOSEPH NOVAK, PROFESSOR OF BIOLOGICAL SCIENCE AND SCIENCE
EDUCATION, CORNELL UNIVERSITY

RESOURCES FOR CONTENT LEARNING

Working with producers, academic experts, and professional development leaders, Annenberg/CPB built content courses specifically designed to fill the need for novice through veteran teachers to become experts in their content area and in learning theory. This effort also enhanced the value of Annenberg/CPB video courses considered classics in the field with updated programs and web sites that explore topics in greater depth than could be done in a half-hour video.

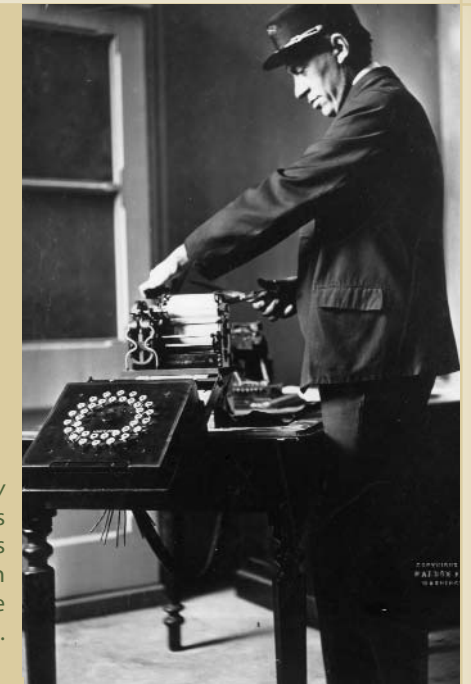


Leading historians tell, debate, and analyze the story of America from multiple perspectives in *A Biography of America*, which draws extensively from the collections of the Library of Congress and the National Archives.



An extensive archive containing more than 3,000 paintings, illustrations, documents and audio recordings illustrates and illuminates *American Passages*, an American literature course that looks at literature through the lens of history and culture.

Bridging World History looks at global patterns through time such as the interplay between culture, commerce and communications.



“TEACHERS...NEED TO FEEL
THE POWER OF THEIR OWN
MINDS IN ORDER TO ACCORD
THAT POWER TO KIDS—THAT
KIDS, TOO, HAVE POWERFUL
MINDS AND CAN COME TO
UNDERSTAND THINGS IN
THEIR OWN WAYS.”

—DR. ELEANOR DUCKWORTH, HARVARD
UNIVERSITY

CONTENT RESOURCES

American Passages:
A Literary Survey

A Biography
of America

Bridging World History

Democracy in America

Discovering Psychology:
Updated Edition

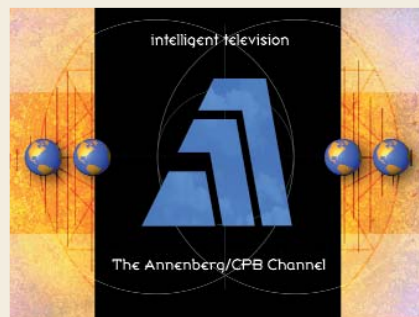
The Learning Classroom:
Theory into Practice

GRADUATE CREDIT EXPANSION

What began as a strategy to bring Annenberg/CPB video programs directly to teachers at no cost has grown into a far-reaching communications system. In January 1999, The Annenberg/CPB Channel broadcast ran 5 days per week, 12 hours per day and served an estimated 45,000 schools with math and science programming. As of fall 2004, the Channel broadcast via satellite 24/7, delivering programs on all school subjects to more than 99,000 of the nation's 117,000 schools. More than 1,150 licensees carry the satellite signal to their local schools and communities for use in teacher workshops, in classes, and to bring a world of learning to their viewers.

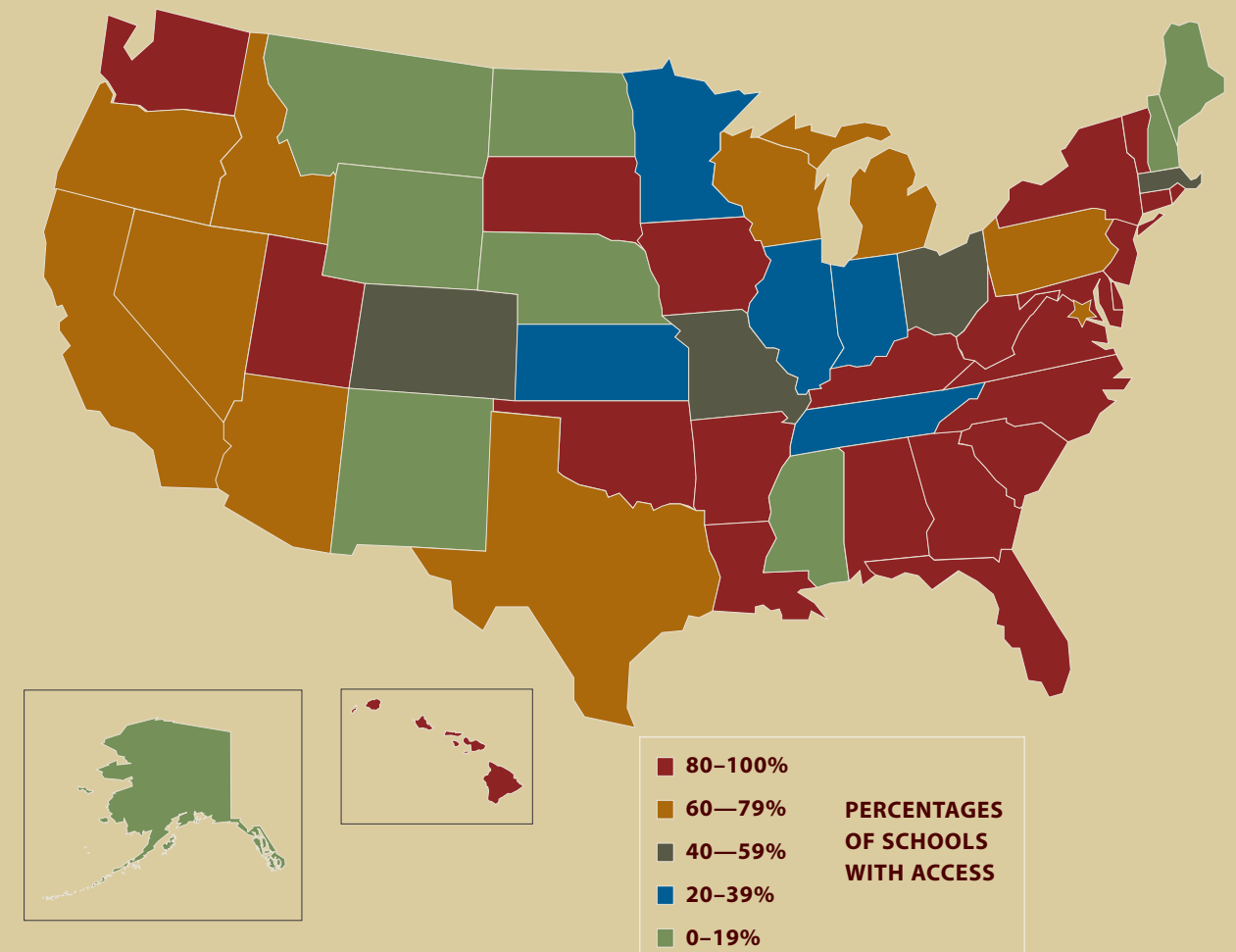
“ON BEHALF OF THIS SCHOOL I WOULD LIKE TO SAY THANKS FOR GIVING US ACCESS TO THIS QUALITY OF MATERIALS, PRESENTED IN THE FORMATS AVAILABLE. THIS IS A POT-OF-GOLD RESOURCE FOR US.”

—DARLEENE SAMPSON, ANNENBERG/CPB
CHANNEL USER, FORTUNA UNION HIGH
SCHOOL, CALIFORNIA



The Annenberg/CPB Channel has been produced and managed by the Harvard-Smithsonian Center for Astrophysics since 1996.

CHANNEL ACCESS BY STATE



LEARNER.ORG WEB SITE

Much more than a destination for those seeking information, Learner.org is fast becoming Annenberg/CPB's principle distribution system for all video, print and electronic resources.

As more of its resources came online, Annenberg/CPB was faced with an interesting dilemma—how to keep up with the demand. The answer was to share the wealth by creating a National Broadband Network. Partner public organizations have a digital copy of the Annenberg/CPB Collection on their computers, providing fast access to all local schools, education organizations, and homes. This Network will continue to grow and keep Annenberg/CPB “advancing excellent teaching” into the future.



**“I JUST WISH TO
THANK ALL OF YOU
WHO ARE RESPON-
SIBLE FOR MAKING
SUCH EXCELLENT
PROGRAMS AVAIL-
ABLE TO ME OVER
THE INTERNET.
PLEASE KNOW
THERE ARE SO
MANY OF US
WHOM YOU
WILL NEVER SEE
WHO ARE VERY
GRATEFUL FOR
YOUR EFFORTS.”**

—JAN VAN MIR, PARENT

ANNENBERG/CPB NATIONAL BROADBAND NETWORK PARTNERS

- | | |
|---|--|
| Annenberg Center for Communication at University of Southern California | MOREnet (Missouri state telecomm network) |
| University of Alabama | New Jersey Public Broadcasting |
| Ball State University | University of North Carolina Chapel Hill |
| Cal State Poly—Pomona | Ohio State University |
| Cattaraugus-Allegany BOCES, NY | Oklahoma State University |
| Colorado State University | Onandaga-Cortland-Madison Counties BOCES, NY |
| University of Connecticut /Connecticut State Telecommunications Network | Oregon Public Broadcasting |
| Dallas County Schools | Rice University |
| Georgia Public Telecom Commission | University of Texas—Austin |
| Idaho Public Broadcasting | Utah Education Network |
| Iowa State University | Vanderbilt University |
| | WiscNet (Wisconsin state telecomm network) |

1999

monthly page views
top 1 million

3 new web sites



Journey North wins
Webby Award for
Best Education Site

2000

monthly page views
top 1.8 million



eSchool News lists
Learner.org among
top 20 sites most
visited by K-12
educators and
students

9 new web sites

2001

monthly page views
top 2 million

5 new web sites



2002

monthly page views
top 3 million

Annenberg/CPB
Channel
streams live via
Learner.org

VoD Video on
Demand
service launches

5 new web sites

2003

monthly page views
top 4 million

National
Broadband
Network
established

15 new
web sites

2004

monthly page views
top 5 million

10 new web sites
now more than
55 web sites

21,000 links
to Learner.org,
including the
UK's Open
University



1301 PENNSYLVANIA AVENUE NW, SUITE 302
WASHINGTON, DC 20004