



# AN OVERVIEW OF PUBLIC TELEVISION EDUCATIONAL SERVICES IN VIRGINIA

Most veteran educators hear “Public TV’s Education Services” and think “Instructional Television.” For the two and a half decades that the Commonwealth has provided instructional programming and services to Virginia’s teachers, the mainstay has been instructional television. For those people who need a refresher, or some background on the commonalities between instructional television programming and services for each region of the state, the following questions and answers should help.

## What is ITV?

ITV stands for Instructional Telecommunications and Video. It once was the acronym for Instructional Television, meaning programs specifically designed for classroom use. Such programs support the curriculum and are usually created with an advisory board of educators. The definition of ITV has expanded, however, to include instructional video and instructional telecommunications as well as other instructional technologies.

## Why does the definition include video?

Using programs on videotape and employing the segments necessary for instruction, is considered more educationally-sound and flexible than attempting to use the entire program as it is being broadcast. The teacher’s guides that accompanies the ITV series may suggest the interactive use of the program which can only be accomplished by using videotape. Support services are provided statewide by the Public TV entities to train teachers to use ITV programming in videotape form as integral parts of their classroom lessons.

## Who pays for instructional programs and services?

Since 1974, instructional television programs and services have been funded by the Virginia legislature with the endorsement of the Virginia Department of Education (DOE).

## How does the DOE support instructional programs and services?

Depending on the availability of funds in a given year, the DOE contributes additional monies toward various ITV services or programs.

## What programs and services are provided under the ITV Contract?

Every station broadcasts instructional programming and provides some of the following services:

- workshops for educators on effective and innovative utilization of technology in the classroom;
- distribution of ITV support materials including informational catalogs, newsletters, and series teacher’s guides;
- design, installation, and maintenance of TV reception and distribution systems;
- advice on proper care of audio-visual equipment.

## **Since programs and services are different in each of the five regions, who decides what programs and services are offered?**

The Regional Schools Contracting and Planning Committee (RSCPC) in each region recommends and prioritizes programs and services based on identified needs. The RSCPC, comprised of a superintendent-appointed representative from each participating school division, meets periodically throughout the school year with the Education Services staff from its local station and the DOE designee.

## **How do classroom teachers fit into this process?**

Each year the RSCPC invites educators to participate in evaluating potential new instructional series for the coming school year and to identify programming needs. The process begins in the fall and is not finalized until spring.

## **Why does it take so long?**

After program evaluations by educators, the RSCPC approves a program priority list. Then, on behalf of the RSCPCs, the five public television stations coordinate their efforts to complete a statewide group buy, a contractual agreement between Virginia and national instructional television distributors. The group buy process allows the acquisition of series at a substantially reduced cost compared to individual purchase by each region. Because the priorities of all five regions are taken into account, and because each ITV distributor uses a different pricing scale and applies different copyrights “packages,” the process requires extensive negotiation and discussion. By May, the group buy is finalized and additional regional purchases are determined. The final purchase list must be approved, once again, by each RSCPC and the DOE.

## **What about ITV and copyrights?**

Extended re-record rights for Instructional Television series are paid for annually as part of the Virginia State Group Buy. These extended rights usually include:

- The right for school personnel or volunteers to record the series at school or at home for use in the school during the contract period. (The series contract is usually renegotiated annually.)
- The right for media centers to record and circulate the series to schools in their school division.
- The right for school or division media centers to playback the series, upon teacher request, through a designated school-access cable channel.

A number of instructional series carry some rights restrictions. These restrictions usually involve the making of tape to tape copies or the recording, circulation, and playback of tapes by a school division media center. Consult the regional ITV resource guide for a list of series with rights restrictions. Additional questions may be directed to the Education Services staff at each station.

## **Exactly what Education Services does the public television station in my region provide?**

Refer to the following websites for specific information on the educational services available from the five public television stations in Virginia.

WVPT — Virginia’s Public Television,  
Harrisonburg  
[www.wvpt4learning.org/](http://www.wvpt4learning.org/)

WBRA — Blue Ridge Public Television, Roanoke  
[www.wbra.org/html/edserv/index.html](http://www.wbra.org/html/edserv/index.html)

WCVE — Community Idea Station, Richmond  
[www.ideastations.org/teachers](http://www.ideastations.org/teachers)

WNVT — MHz Learn, Falls Church  
[www.mhznetworks.org/education/](http://www.mhznetworks.org/education/)

WHRO — The Public Telecommunications  
Center for Hampton Roads, Norfolk  
[www.whro.org/education/](http://www.whro.org/education/)



WVPT serves 100,000 students and 9400 educators in 22 school divisions in the central and western parts of Virginia. A committee of school representatives meets four to six times each year to recommend and evaluate Instructional Telecommunications and Video services to be provided in the region. ITV services for this year include:

- Licensing more than 3500 instructional video programs covering virtually all curricular areas and addressing grades Pre-K through 12.
- Broadcast of 420 hours of licensed programs in series blocks to facilitate the formation of school tape libraries.
- Correlating more than 2500 programs to the Virginia Standards of Learning.
- Developing a searchable ITV Website to identify ITV programs by SOL and by subject.
- Providing workshops for teachers and administrators on integrating technology (video, Internet, and other technologies), copyrights, supporting SOL instruction, and other topics as requested.
- Producing the *National Teacher Training Institute*, which focuses on the strategic and effective use of technology in the classroom.
- Placing NTTI lesson plans online.
- Distributing supplemental teacher's guides for each new series.
- Publishing a monthly *ITV Newsletter* which is sent to all educators.
- Providing unscheduled, "open access" broadcast hours for the rescheduling of requested programs.
- Providing Field Engineers to assist with designing, installing, maintaining TV reception and distribution systems in schools and instructing on the proper care and maintenance of audio-visual equipment.
- Conducting a preview and evaluation process to receive grassroots input from teachers and administrators on new instructional programs to license.
- Evaluating existing programs and services through the use of surveys.

Other services provided by the Education Services Dept:

- WVPT's Early Childhood Services are part of our station's goal to support our viewing community in preparing children to enter school ready to learn. This goal is met through highly interactive parent and teacher workshops, public broadcasting, community literacy events, and other projects.

- GED and other TV series designed to help adults receive a high school diploma and improve current job skills.
- Collaboration with institutions of higher education to provide broadcast telecourses for adults to continue their education and receive college credit.
- Downlink site services for educational teleconferences addressing teacher inservice needs and other education-related issues.

WVPT is also a partner in the Shenandoah Valley Technology Consortium's Technical Performance Certification (TPC) program. This program is funded through the No Child Left Behind Enhancing Education Through Technology grant. The TPC program is designed to encourage teachers to obtain International Society of Technology in Education (ISTE) technology standards by providing professional development activities and incentives. WVPT's role is to provide high quality professional development activities through workshops and especially NTTI.

#### Counties/Cities served by WVPT:

Albemarle	Highland	Rockingham
Augusta	Lexington	Shenandoah
Buena Vista	Lynchburg	Staunton
Charlottesville	Madison	Warren
Clarke	Orange	Waynesboro
Frederick	Page	Winchester
Greene	Rappahannock	
Harrisonburg	Rockbridge	

#### WVPT-TV

298 Port Republic Road  
Harrisonburg, VA 22801  
540-434-5391

800-345-WVPT (9878)  
540-434-7084 (fax)

[www.wvpt4learning.org](http://www.wvpt4learning.org)

#### Director

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**John Neumann**  
**Director of Education Services**  
**NTTI Site Manager**

John Neumann joined the WVPT staff as an Education Specialist in the fall of 2001. He comes to education from a career in the military where he did several tours of duty in the Naval Education and Training Command and earned the designation as a Training and Education Sub-specialist. On moving to the Valley he spent a year as a substitute teacher before accepting a position as a technology teacher at Montevideo Middle School in Rockingham County. In 2008 he became the Director of Education Services. John is an NTTI and Intel Master Teacher.

**Linda R. Holt**  
**Education Specialist**  
**NTTI Manager**

Linda Holt is an Education Services Specialist and the NTTI Manager for WVPT. Prior to coming to the station last April, Linda worked as an Educational Media and Training Specialist for the Virginia Department of Education. She taught English and Spanish in Caroline County and was a library media specialist in Greene County prior to taking a position at the Virginia Department of Education. She is an NTTI Master Teacher and has earned her NETS\*T certification. Linda is also an Intel Master Trainer for Thinking with Technology and a Senior Trainer for Intel Essentials and Intel Leadership. She has also reached Field Trainer 3 status for the Thinkfinity program and is working towards establishing her credentials as a state certified trainer.

**Bly Brown**  
**Education Specialist**

Bly Brown has been involved in education for over thirty years. She holds a MEd in School Library Media Services. Bly has been a school library media specialist, reading teacher and adjunct faculty at JMU and BRCC teaching Children's Literature. This is her fourth year with WVPT Education Services Department.

**Marian McCarron**  
**Administrator Assistant**

Marian McCarron is the Administrative Assistant of Education Services for WVPT. She has been with WVPT 30 years and has been working with the schools for over 25 years. In working with NTTI she is responsible for preparing the NTTI CD, formatting the new lessons, and making lesson plans available online to better suit teachers' needs. Also, she assists the WVPT team in planning and implementing the event. When she is not working she enjoys the outdoors especially canoeing and spending time with her family

**Kathryn Staton**  
**Secretary**

Kathryn Staton is currently a member of the Education Services Department at WVPT. She taught Special Education for 11 years. She has a Masters in Education of the Deaf from Smith College and a degree in Elementary Education from FPU. Kathryn became an NTTI Master Teacher, earned her NETS\*T and Palms in the Classroom Certification in 2006. She joined the Discovery Educator Network in 2004 and is currently on the state's leadership council. Kathryn is also a facilitator for PBS Teacher-line. She lives with her husband, Ted, and daughter Becky. In her free time she enjoys photography, traveling to see her son (who's in the Navy) and spending time with her family.