

## Public Broadcasting Education and Digital Technology Research Survey

Welcome!

Thank you for taking part in the Public Broadcasting Education and Digital Technology Research Survey.

The survey asks public broadcasting licensees about their current education work, what kinds of education services stations would like to provide in the future, and what barriers stations might face in getting to that future. Below you'll find additional information about the survey. The survey is part of a larger research initiative intended to support CPB's education related advocacy, policy, and grant-making work.

### CONFIDENTIALITY

Your responses will be kept CONFIDENTIAL. Survey responses will be aggregated and the final report of findings will NOT identify any individual or station.

### KEY POINTS ABOUT THE SURVEY

1. The survey is designed so that it can be completed quickly by a small group of colleagues. Depending on the number and type of education services your station provides\*, the time needed to respond will vary. Field tests of the survey indicate it typically takes between 30 and 120 minutes to complete.
2. Almost all questions ask for information not previously gathered in other surveys.
3. The survey has benefited from input from members of the AGC Education Committee, as well as others across the system.
4. Surveys must be completed by Friday, JULY 27, 2007.
5. A findings report will be distributed by CPB this fall.

\*For ease of reading, the survey will use "services" rather than "service or services."

## Public Broadcasting Education and Digital Technology Research Survey

### SURVEY TECHNOLOGY

Researchers are administering this survey using a survey application service provider (Survey Monkey) to make this survey available online to public broadcasting licensees.

Each licensee has a unique URL (Web link) that allows respondents to access only their copy of the survey. Anyone at the station may use the URL to access the survey.

Only one person should access the survey at any one time, but input should come from a team.

Moving forward or backward automatically saves the information respondents have entered.

To end an online session if you are not completing the survey in one sitting, simply close the browser window. Your completed responses will be stored on the Survey Monkey server. If you reopen the survey at a later time, your browser should return you to the next question that has not been completed. If a colleague has completed some questions since you last did, your browser should place you at that point in the survey.

Licensees may respond to the survey (adding, deleting, or changing responses) at anytime during the four weeks the survey is open.

### BRING A TEAM TOGETHER

Completing the survey should be a group effort. The GM and those responsible for making decisions about education services, as well as those who carry out those services, should work together to provide information. Keep in mind that you need not complete the survey in one sitting. For example, you can complete one section, save it, and return to other sections at a later time.

### EDUCATION SERVICES

Broadcast television programs (all by themselves) should not be considered EDUCATION SERVICES.

Rather, education services include the following:

- a) PROGRAMS OR ACTIVITIES the station offered to multiple participants. For example, professional development institutes for science teachers or online courses for childcare providers.
- b) MATERIALS OR RESOURCES the station distributed or made available. For example, a web portal of education resources or a curriculum distribution service where a station may distribute materials to local educators.
- c) INFORMATION OR REFERRALS like a telephone information line for adult learners or a link or set of links on the station Web site that directs people to outside resources such as PBS Parents.

### SURVEY OVERVIEW

The survey has the following sections and approximate completion times:

1. Current Education Services and Associated Technology Applications (30 min.)
2. Two Current Education Services in Detail (40 min.)
3. Education Services Planned for the Future (10 min.)

4. Big Wishes, Big Dreams: Desired Education Services (20 min.)
5. Licensee Education Services Profile (15 min.)
6. Survey Demographics (5 min.)

## Public Broadcasting Education and Digital Technology Research Survey

### TIME FRAME

This survey covers education services offered by your station between January 2006 and June 2007. Please include all education services that were active during this timeframe, regardless of start or end date.

### DEADLINE

Your station has four weeks, from Monday, JULY 2, 2007, through Friday, JULY 27, 2007, to complete the survey.

### ABOUT THIS RESEARCH

This survey is part of a larger research effort sponsored by the Education and Media Technologies groups at the Corporation for Public Broadcasting, with support from the AGC Education Committee and PBS.

CPB and the Education Committee believe this research is important because (a) education is becoming an increasingly important lever with respect to station funding and partnerships, (b) a clear national snapshot of the system's education work will tell a powerful story, and (c) what is learned here will help stations and the system in future planning.

## OVERALL CURRENT EDUCATION SERVICES

This section of the survey asks licensees to report on their education services offered from January 2006-June 2007, as well as the technologies associated with these services.

As a reminder, education services include:

- a) PROGRAMS OR ACTIVITIES the station offered to multiple participants. For example, professional development institutes for science teachers or online courses for childcare providers.
- b) MATERIALS OR RESOURCES the station distributed or made available. For example, a web portal of education resources or a curriculum distribution service where a station may distribute materials to local educators.
- c) INFORMATION OR REFERRALS like a telephone information line for adult learners or a link or set of links on the station Web site that directs people to outside resources such as to PBS Parents.

Broadcast television programs (all by themselves) should not be considered EDUCATION SERVICES.

1. Did your station offer ONLY information and referral services between January 2006 and June 2007 (e.g., links to PBS Kids and/or PBS Parents on station Web site)?

(Choose one.)

- Yes (If yes, you will be directed to general questions about your station. It is still very important that you complete the remainder of the survey.)
- No (If no, you will be directed to specific questions about your station's education services, followed by general questions about your station.)

## OVERALL CURRENT EDUCATION SERVICES JANUARY 2006 - JUNE 2007 (cont...)

2. Did your station offer any education services that included or specifically focused on STEM (science, technology, engineering, or math)?

(Choose one.)

- Yes
- No
- Unsure/Don't know

## OVERALL CURRENT EDUCATION SERVICES JANUARY 2006 - JUNE 2007 (cont...)

2a. Please list these STEM services.

## OVERALL CURRENT EDUCATION SERVICES JANUARY 2006 - JUNE 2007 (cont...)

3. How frequently did your station use the following methods to find out whether participants learned something through its education services? (Choose one for each row.)

	Not at all	Sometimes	Often	Always	Unsure/Don't know
a. Conversational or informal feedback from participants or users	jñ	jñ	jñ	jñ	jñ
b. Responses to written surveys or feedback forms from participants or users	jñ	jñ	jñ	jñ	jñ
c. Interviews and/or focus groups with participants or users	jñ	jñ	jñ	jñ	jñ
d. External reviews or independent evaluations	jñ	jñ	jñ	jñ	jñ
e. Other	jñ	jñ	jñ	jñ	jñ

Specify:

## OVERALL CURRENT EDUCATION SERVICES JANUARY 2006 - JUNE 2007 (cont...)

4. With whom did your station communicate about the findings or insights gained from these evaluation activities?

(Choose all that apply.)

- a. Station has not yet found what participants learned
- b. No one
- c. Participants or users of education services
- d. Funders
- e. Station staff members
- f. Station collaborators or partners
- g. National public broadcasting entities (e.g., CPB or PBS)
- h. Other stations
- i. Other

Specify:

## OVERALL CURRENT EDUCATION SERVICES JANUARY 2006 - JUNE 2007 (cont...)

5. Does your station actively recruit participants or users to its education services?

(Choose one.)

- Yes
- No

OVERALL CURRENT EDUCATION SERVICES JANUARY 2006 - JUNE 2007 (cont...)

5a. Rank the top 3 methods used to recruit participants or users.  
(Mark 1 beside the most frequently used method, 2 beside the second most frequently used, and so on.)

- a. Station Web site
- b. Postal mailing list
- c. E-mail list
- d. Flyers
- e. Radio advertisements
- f. Television advertisements
- g. Word of mouth
- h. Online message boards
- i. Through partners or collaborators
- j. Other

Specify:

## OVERALL CURRENT EDUCATION SERVICES JANUARY 2006 - JUNE 2007 (cont...)

6. Rank the top 3 influences that guided your station's decision to provide its education services.

(Mark 1 beside the most influential factor, 2 beside the second-most influential, and so on.)

- |  |                      |
|--|----------------------|
| a. Available funding sources or opportunities  | <input type="text"/> |
| b. Available internal capacity and/or expertise  | <input type="text"/> |
| c. Available partners or collaborators   | <input type="text"/> |
| d. Available materials (e.g., access to copyrighted materials)                         | <input type="text"/> |
| e. Available technology applications (e.g., datacasting through new digital equipment) | <input type="text"/> |
| f. Local or regional priorities or needs   | <input type="text"/> |
| g. National priorities or needs  | <input type="text"/> |
| h. Input from advisory board   | <input type="text"/> |
| i. Input from state or local education departments                                     | <input type="text"/> |
| j. Input from educators  | <input type="text"/> |
| k. Input from community members  | <input type="text"/> |
| l. Other   | <input type="text"/> |

Specify:



## OVERALL CURRENT EDUCATION SERVICES JANUARY 2006 - JUNE 2007 (cont...)

7. What PERCENTAGE of your station's education services were developed by the following sources?

(Enter whole percentages in each row. Percentages must total 100.)

- |   |                      |
|---|----------------------|
| a. Station staff only   | <input type="text"/> |
| b. Station staff with expert collaborators                                | <input type="text"/> |
| c. External developers, but adapted to suit local needs                   | <input type="text"/> |
| d. External developers, adopted without change (e.g., curriculum package) | <input type="text"/> |
| e. Other  | <input type="text"/> |

Specify:

## OVERALL CURRENT EDUCATION SERVICES JANUARY 2006 - JUNE 2007 (cont...)

8. What kinds of organizations did your station collaborate with in order to provide education services?

(Choose all that apply.)

- a. None
- b. Other Public Broadcasting stations
- c. State or local historical society
- d. Museum or science center
- e. Zoo, aquarium, or botanical garden
- f. Public library
- g. College or university
- h. University library system
- i. Performing arts organization
- j. Community service organizations
- k. K-12 school(s) or school district(s)
- l. Faith-based organization(s)
- m. University affiliated organizations
- n. Other

Specify:

## OVERALL CURRENT EDUCATION SERVICES JANUARY 2006 - JUNE 2007 (cont...)

9. In general, how frequently was the content of your station's education services aligned to local, state, or national education standards, benchmarks, or guidelines? (e.g., Early Childhood Licensure training guidelines or a State Department of Education's curricular standards)

(Choose one.)

- Not at all
- Sometimes
- Often
- Always
- Unsure/Don't know

## OVERALL CURRENT EDUCATION SERVICES JANUARY 2006 - JUNE 2007 (cont...)

10. Which of the following technologies did your station use to provide education services?

(Choose all that apply.)

- a. None
- b. Web Portal
- c. Online database(s)
- d. Handhelds
- e. Gaming system
- f. Online course software
- g. DVDs
- h. Podcasts
- i. Cell phones
- j. E-mail lists
- k. HTML
- l. Java applets
- m. Video on demand
- n. Course Management System (e.g., Blackboard, Moodle, WebCT)
- o. Datacasting
- p. Hyperlinks

- q. Blogs
- r. Wikis
- s. Webquests
- t. Graphing calculators
- u. Streaming Video (via the Web)
- v. Online collaboration systems
- w. Video conferencing
- x. Other

Specify:

## OVERALL CURRENT EDUCATION SERVICES JANUARY 2006 - JUNE 2007 (cont...)

11. Does your station explicitly mention education in its mission statement?  
(Choose one.)

- Yes
- No
- Unsure/Don't know

## PROGRAMS AND ACTIVITIES

The following questions pertain to your station's education programs or activities.

For example, programs or activities include professional development institutes for science teachers or online courses for childcare providers.

Broadcast television programs (all by themselves) should not be considered programs or activities.

1. Did your station offer any programs or activities as part of its education services between January 2006 and June 2007?  
(Choose one.)

- Yes
- No
- Unsure/Don't know

## PROGRAMS AND ACTIVITIES (cont...)

2. How many programs or activities did your station offer between January 2006 and June 2007? Provide the most exact figures possible.

(Enter a number.)

## PROGRAMS AND ACTIVITIES (cont...)

3. How many participants took part in your station's programs or activities between January 2006 and June 2007?

(Choose one.)

Did not monitor

Did monitor

Specify the number of participants.

## PROGRAMS AND ACTIVITIES (cont...)

4. Rank the top 3 sources of funding for your station's programs or activities. (Mark 1 beside the leading source of funding, 2 beside the second source, and so on.)

a. Member donations

b. Corporate underwriters

c. Corporation for Public Broadcasting

d. U.S. Department of Education

e. Other federal government agency or agencies

f. State department of education

g. Other state government agency or agencies

h. Foundation(s)

i. For-profit business or businesses

j. Fees for access or use

k. Other

Specify:

PROGRAMS AND ACTIVITIES (cont...)

The next set of questions, pertain to the different groups of participants in your station's programs or activities.

5. What was the subject area focus of your station's programs or activities for the TEACHERS AND INSTRUCTORS below?

(Choose all that apply for each row.)

	Childcare providers	Pre-school instructors	Afterschool program workers (e.g., 4-H or YMCA staff)	In-service school teachers	Pre-service school teachers	College or university instructors	Adult educators (e.g., GED instructor or workforce trainers)
a. No programs or activities were offered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Workforce skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Media literacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Basic literacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Basic numeracy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Special Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Math	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Science	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. English and/or Language Arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Social Studies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Child development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Current events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Foreign languages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. History	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q. Engineering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r. English language learning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
s. Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Specify:

PROGRAMS AND ACTIVITIES (cont...)

6. What was the subject area focus of your station's programs or activities for the SCHOOL DISTRICT PERSONNEL below?

(Choose all that apply for each row.)

	School district personnel (e.g., superintendents or professional development specialists)	K-12 school administrators (e.g., principals)	K-12 school technology coordinators	K-12 school librarians / media specialists
a. No programs or activities were offered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Workforce skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Media literacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Basic literacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Basic numeracy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Special Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Math	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Science	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. English and/or Language Arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Social Studies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Child development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Current events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Foreign languages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. History	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q. Engineering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r. English language learning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
s. Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Specify:

PROGRAMS AND ACTIVITIES (cont...)

7. What was the subject area focus of your station's programs or activities for the LEARNERS below?

(Choose all that apply for each row.)

	Adult basic education learners	Adult GED learners	Adult ESL and/or ESOL learners	Adult vocational and/or workforce learners	Undergraduates & graduate students	Parents of young children	School aged children (6-18)	Pre-school aged children (0-5)	Other members of the public
a. No programs or activities were offered to these learners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Workforce skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Media literacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Basic literacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Basic numeracy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Special Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Math	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Science	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. English and/or Language Arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Social Studies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Child development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Current events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Foreign languages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. History	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q. Engineering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r. English language learning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
s. Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Specify:

## PROGRAMS AND ACTIVITIES (cont...)

8. Which FORMATS did your station use to provide programs or activities for the participants listed below?

(Choose all that apply for each row.)

	Did not provide	In-person	Online	Teleconference	Blended (i.e., a mix of in- person and online, teleconference, or broadcast experiences)	Other
a. Childcare providers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Pre-school instructors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Afterschool program workers (e.g., 4-H or YMCA staff)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. In-service school teachers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Pre-service school teachers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. College or university instructors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Adult educators (e.g., GED instructor or workforce trainers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. School district personnel (e.g., superintendents or professional development specialists)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. K-12 school administrators (e.g., principals)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. K-12 school technology coordinators	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. K-12 school librarians / media specialists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Adult basic education learners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Adult GED learners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Adult ESL and/or ESOL learners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Adult vocational and/or workforce learners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. Undergraduates & graduate students	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q. Parents of young children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r. School aged children (6-18)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
s. Pre-school aged children (0-5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
t. Other members of the public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## PROGRAMS AND ACTIVITIES (cont...)

9. Which TOPICS did your station's programs or activities address for the participants listed below?

(Choose all that apply for each row.)

	Did not serve	Teaching with technology	Assessment strategies and tools	Teaching or facilitation strategies	Subject area focus	Other
a. Childcare providers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Pre-school instructors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Afterschool program workers (e.g., 4-H or YMCA staff)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. In-service school teachers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Pre-service school teachers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. College or university instructors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Adult educators (e.g., GED instructor or workforce trainers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. School district personnel (e.g., superintendents or professional development specialists)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. K-12 school administrators (e.g., principals)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. K-12 school technology coordinators	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. K-12 school librarians / media specialists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## MATERIALS AND RESOURCES

The next set of questions pertains to materials or resources the station distributed or made available. For example, a Web portal of education resources or a curriculum distribution service.

1. Did your station offer services that focused primarily on distributing or making available education materials or resources?

(Choose one.)

Yes

No

Unsure/Don't know

## MATERIALS AND RESOURCES (cont...)

2. How many services did your station offer that focused primarily on distributing or making available materials or resources? Please give an exact figure rather than an estimate.

(Enter a number.)

3. How many total unique users accessed or received your station's materials or resources between January 2006 and June 2007.

(Choose one.)

Did not monitor

Did monitor

Specify the number of users.

## MATERIALS AND RESOURCES (cont...)

4. Rank the top 3 sources of funding for your station's materials or resources. (Mark 1 beside the leading source of funding, 2 beside the second source, and so on.)

a. Member donations

b. Corporate underwriters

c. Corporation for Public Broadcasting

d. U.S. Department of Education

e. Other federal government agency

f. State department of education

g. Other state government agency

h. Foundation

i. For-profit company or corporation

j. Fees for access or use

k. Other

Specify:

MATERIALS AND RESOURCES (cont...)

5. What was the subject area focus of your station's materials or resources for the TEACHERS AND INSTRUCTORS below?  
(Choose all that apply for each row.)

	Childcare providers	Pre-school instructors	Afterschool program workers (e.g., 4-H or YMCA staff)	In-service school teachers	Pre-service school teachers	College or university instructors	Adult educators (e.g., GED instructor or workforce trainers)
a. No programs or activities were offered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Workforce skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Media literacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Basic literacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Basic numeracy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Special Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Math	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Science	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. English and/or Language Arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Social Studies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Child development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Current events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Foreign languages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. History	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q. Engineering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r. English language learning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
s. Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Specify:

MATERIALS AND RESOURCES (cont...)

6. What was the subject area focus of your station's materials or resources for the SCHOOL DISTRICT PERSONNEL below?

(Choose all that apply for each row.)

	School district personnel (e.g., superintendents or professional development specialists)	K-12 school administrators (e.g., principals)	K-12 school technology coordinators	K-12 school librarians / media specialists
a. No programs or activities were offered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Workforce skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Media literacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Basic literacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Basic numeracy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Special Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Math	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Science	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. English and/or Language Arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Social Studies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Child development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Current events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Foreign languages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. History	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q. Engineering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r. English language learning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
s. Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Specify:

MATERIALS AND RESOURCES (cont...)

7. What was the subject area focus of your station's materials or resources for the LEARNERS below?

(Choose all that apply for each row.)

	Adult basic education learners	Adult GED learners	Adult ESL and/or ESOL learners	Adult vocational and/or workforce learners	Undergraduates & graduate students	Parents of young children	School aged children (6-18)	Pre-school aged children (0-5)	Other members of the public
a. No programs or activities were offered for these learners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Workforce skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Media literacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Basic literacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Basic numeracy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Special Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Math	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Science	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. English and/or Language Arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Social Studies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Child development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Current events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Foreign languages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. History	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q. Engineering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r. English language learning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
s. Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Specify:

## MATERIALS AND RESOURCES (cont...)

8. Which TOPICS did your station's materials or resources address for the participants listed below?

(Choose all that apply for each row.)

	Did not serve	Teaching with technology	Assessment strategies and tools	Teaching or facilitation strategies	Subject area focus	Other
a. Childcare providers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Pre-school instructors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Afterschool program workers (e.g., 4-H or YMCA staff)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. In-service school teachers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Pre-service school teachers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. College or university instructors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Adult educators (e.g., GED instructor or workforce trainers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. School district personnel (e.g., superintendents or professional development specialists)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. K-12 school administrators (e.g., principals)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. K-12 school technology coordinators	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. K-12 school librarians / media specialists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## TWO CURRENT EDUCATION SERVICES IN DETAIL

This section asks licensees to provide specific information about two education services. In the near future, CPB will seek your permission to share some of the information you provide about services in this survey. Until and unless you grant that permission, any and all information provided through this survey, and this section of the survey, will remain CONFIDENTIAL.

Please select one education service that you judge to be of greatest strategic value or benefit to the station.

You may use any criteria you wish in selecting the second service.

1. What is the name of the education service of greatest strategic value or benefit to your station?

2. Describe this education service, and explain why it is of greatest value or benefit to your station.

## FIRST EDUCATION SERVICE IN DETAIL (cont...)

3. When was this service first available from your station?  
(Choose one.)

- a. Less than 1 year ago
- b. 1-2 years ago
- c. 3-4 years ago
- d. More than 4 years ago
- e. Unsure/Don't know

4. How much longer will it remain available from your station?  
(Choose one.)

- a. Less than 1 year
- b. 1-2 years
- c. 3-4 years
- d. More than 4 years
- e. Unsure/Don't know

## FIRST EDUCATION SERVICE IN DETAIL (cont...)

5. Who directly participated in or used this service?  
(Choose all that apply.)

- a. Teachers or instructors
- b. K-12 personnel other than teachers
- c. Other learners



## FIRST EDUCATION SERVICE IN DETAIL (cont...)

## 6. Which teachers or instructors?

(Choose all that apply.)

- a. No teachers or instructors participated
- b. Childcare providers
- c. Pre-school instructors
- d. Afterschool program workers (e.g., 4-H or YMCA staff)
- e. In-service school teachers
- f. Pre-service school teachers
- g. College or university instructors
- h. Adult educators (e.g., GED instructor or workforce trainers)
- i. Other

Specify:

## FIRST EDUCATION SERVICE IN DETAIL (cont...)

## 7. Which K-12 personnel?

(Choose all that apply.)

- a. No K-12 personnel participated
- b. School district personnel (e.g., superintendents or professional development specialists)
- c. K-12 school administrators (e.g., principals)
- d. K-12 school technology coordinators
- e. K-12 school librarians / media specialists
- f. Other

Specify:

## FIRST EDUCATION SERVICE IN DETAIL (cont...)

## 8. Which other learners?

(Choose all that apply.)

- a. No other learners participated
- b. Adult basic education learners
- c. GED learners
- d. ESL and/or ESOL learners
- e. Vocational and/or workforce learners
- f. Undergraduates & graduate students
- g. Parents of young children
- h. School aged children (6-18)
- i. Pre-school aged children (0-5)
- j. Other members of the public
- k. Other

Specify:

## FIRST EDUCATION SERVICE IN DETAIL (cont...)

9. Answer this question ONLY if teachers or instructors participated in this education service.

Which topics did the education service address?

(Choose all that apply.)

- a. No teachers or instructors participated
- b. Teaching with technology
- c. Assessment strategies and tools
- d. Teaching or facilitation strategies
- e. Knowledge about specific subjects (i.e., child development, science, literacy, etc.)
- f. Other

Specify:

## FIRST EDUCATION SERVICE IN DETAIL (cont...)

10. What was the subject area of focus for this service?  
(Choose one.)

- a. Workforce skills
- b. Media literacy
- c. Basic literacy
- d. Basic numeracy
- e. Special Education
- f. Math
- g. Science
- h. English and/or Language Arts
- i. Social Studies
- j. Technology
- k. Child development
- l. Current events
- m. Arts
- n. Foreign languages
- o. History
- p. Engineering
- q. English language learning
- s. Other

Specify:

## FIRST EDUCATION SERVICE IN DETAIL (cont...)

11. Which of the following technologies did your station use to provide this service?

(Choose all that apply.)

- a. None
- b. Web Portal
- c. Online database(s)
- d. Handhelds
- e. Gaming system
- f. Online course software
- g. DVDs
- h. Podcasts
- i. Cell phones
- j. E-mail lists
- k. HTML
- l. Java applets
- m. Video on demand
- n. Course Management System (e.g., Blackboard, Moodle, WebCT)
- o. Datacasting
- p. Hyperlinks
- q. Blogs
- r. Wikis
- s. Webquests
- t. Graphing calculators
- u. Streaming Video (via the Web)
- v. Online collaboration systems
- w. Video conferencing
- x. Other

Specify:

## FIRST EDUCATION SERVICE IN DETAIL (cont...)

12. Rank the top 3 influences that guided your station's decision to provide this education service.

(Mark 1 beside the most influential factor, 2 beside the second-most influential, and so on.)

- |  |                      |
|--|----------------------|
| a. Available funding sources or opportunities                  | <input type="text"/> |
| b. Available internal capacity and/or expertise                | <input type="text"/> |
| c. Available partners or collaborators                         | <input type="text"/> |
| d. Available materials (e.g., access to copyrighted materials) | <input type="text"/> |
| e. Local or regional priorities or needs                       | <input type="text"/> |
| f. State priorities or needs                                   | <input type="text"/> |
| g. National priorities or needs                                | <input type="text"/> |
| h. Educator needs  | <input type="text"/> |
| i. Community needs   | <input type="text"/> |
| j. Input from advisory board                                   | <input type="text"/> |
| k. Input from state or local education departments             | <input type="text"/> |
| l. Input from educators  | <input type="text"/> |
| m. Input from community members                                | <input type="text"/> |
| n. Other   | <input type="text"/> |

Specify:

## FIRST EDUCATION SERVICE IN DETAIL (cont...)

13. What type of education service is this?

(Pick the closest match.)

- Program or set of activities offered to multiple participants
- Materials or resources distributed or made available for independent use

## FIRST EDUCATION SERVICE IN DETAIL (cont...)

14. How many participants directly took part in or used this service?  
(Choose one.)

Did not monitor

Did monitor

Specify the number of participants.

## FIRST EDUCATION SERVICE IN DETAIL (cont...)

15. For how many hours did a typical client participate in or use this service?  
Please provide the most exact figure possible.  
(Enter a number.)

## FIRST EDUCATION SERVICE IN DETAIL (cont...)

16. Was the content of this service aligned to local, state, or national education standards, benchmarks, or guidelines? (e.g., Early Childhood Licensure training guidelines or a State Department of Education's curricular standards)  
(Choose one.)

Yes

No

Unsure/Don't Know

## FIRST EDUCATION SERVICE IN DETAIL (cont...)

16a. Which standards, benchmarks, or guidelines?

## FIRST EDUCATION SERVICE IN DETAIL (cont...)

17. What was the format of this education service?

(Choose one.)

- a. In-person
- b. Online
- c. Teleconference
- d. Blended (i.e., a mix of in-person and online, teleconference, or broadcast experiences)
- e. Other

Specify:

## FIRST EDUCATION SERVICE IN DETAIL (cont...)

18. Was this education service offered for credit? (e.g., Continuing Education Units (CEUs), college units, or professional accreditation.)

(Choose one.)

- Yes
- No
- Unsure/Don't Know

## FIRST EDUCATION SERVICE IN DETAIL (cont...)

19. How did your station find out whether participants learned something through this service?

(Choose all that apply.)

- a. Haven't yet found out
- b. Conversations or informal input from participants or users
- c. Responses to written surveys or feedback forms from participants or users
- d. Interviews and/or focus groups with participants or users
- e. External reviews or evaluations
- f. Other

Specify:

## FIRST EDUCATION SERVICE IN DETAIL (cont...)

20. With whom did your station communicate about the findings or insights gained from these evaluation activities?

(Choose all that apply.)

- a. Station has not yet found what participants learned
- b. No one
- c. Participants or users of education services
- d. Funders
- e. Station staff members
- f. Station collaborators or partners
- g. National public broadcasting entities (e.g., CPB or PBS)
- h. Other stations
- i. Other

Specify:

## SECOND EDUCATION SERVICE IN DETAIL

This section asks licensees to provide specific information about an additional education service.

You may use any criteria you wish in selecting the second service.

1. What is the name of the second education service?

2. Describe this education service, and explain why you choose it.



## SECOND EDUCATION SERVICE IN DETAIL (cont...)

3. When was this service first available from your station?  
(Choose one.)

- a. Less than 1 year ago
- b. 1-2 years ago
- c. 3-4 years ago
- d. More than 4 years ago
- e. Unsure/Don't know

4. How much longer will it remain available from your station?  
(Choose one.)

- a. Less than 1 year
- b. 1-2 years
- c. 3-4 years
- d. More than 4 years
- e. Unsure/Don't know

## SECOND EDUCATION SERVICE IN DETAIL (cont...)

5. Who directly participated in or used this service?  
(Choose all that apply.)

- a. Teachers or instructors
- b. K-12 personnel other than teachers
- c. Other learners

## SECOND EDUCATION SERVICE IN DETAIL (cont...)

## 6. Which teachers or instructors?

(Choose all that apply.)

- a. No teachers or instructors participated
- b. Childcare providers
- c. Pre-school instructors
- d. Afterschool program workers (e.g., 4-H or YMCA staff)
- e. In-service school teachers
- f. Pre-service school teachers
- g. College or university instructors
- h. Adult educators (e.g., GED instructor or workforce trainers)
- i. Other

Specify:

## SECOND EDUCATION SERVICE IN DETAIL (cont...)

## 7. Which K-12 personnel?

(Choose all that apply.)

- a. No K-12 personnel participated
- b. School district personnel (e.g., superintendents or professional development specialists)
- c. K-12 school administrators (e.g., principals)
- d. K-12 school technology coordinators
- e. K-12 school librarians / media specialists
- f. Other

Specify:

## SECOND EDUCATION SERVICE IN DETAIL (cont...)

## 8. Which other learners?

(Choose all that apply.)

- a. No other learners participated
- b. Adult basic education learners
- c. GED learners
- d. ESL and/or ESOL learners
- e. Vocational and/or workforce learners
- f. Undergraduates & graduate students
- g. Parents of young children
- h. School aged children (6-18)
- i. Pre-school aged children (0-5)
- j. Other members of the public
- k. Other

Specify:

## SECOND EDUCATION SERVICE IN DETAIL (cont...)

9. Answer this question ONLY if teachers or instructors participated in this education service.

Which topics did the education service address?

(Choose all that apply.)

- a. No teachers or instructors participated
- b. Teaching with technology
- c. Assessment strategies and tools
- d. Teaching or facilitation strategies
- e. Knowledge about specific subjects (i.e., child development, science, literacy, etc.)
- f. Other

Specify:

## SECOND EDUCATION SERVICE IN DETAIL (cont...)

10. What was the subject area of focus for this service?  
(Choose one.)

- a. Workforce skills
- b. Media literacy
- c. Basic literacy
- d. Basic numeracy
- e. Special Education
- f. Math
- g. Science
- h. English and/or Language Arts
- i. Social Studies
- j. Technology
- k. Child development
- l. Current events
- m. Arts
- n. Foreign languages
- o. History
- p. Engineering
- q. English language learning
- s. Other

Specify:

## SECOND EDUCATION SERVICE IN DETAIL (cont...)

11. Which of the following technologies did your station use to provide this service?

(Choose all that apply.)

- a. None
- b. Web Portal
- c. Online database(s)
- d. Handhelds
- e. Gaming system
- f. Online course software
- g. DVDs
- h. Podcasts
- i. Cell phones
- j. E-mail lists
- k. HTML
- l. Java applets
- m. Video on demand
- n. Course Management System (e.g., Blackboard, Moodle, WebCT)
- o. Datacasting
- p. Hyperlinks
- q. Blogs
- r. Wikis
- s. Webquests
- t. Graphing calculators
- u. Streaming Video (via the Web)
- v. Online collaboration systems
- w. Video conferencing
- x. Other

Specify:

## SECOND EDUCATION SERVICE IN DETAIL (cont...)

12. Rank the top 3 influences that guided your station's decision to provide this education service.

(Mark 1 beside the most influential factor, 2 beside the second-most influential, and so on.)

- a. Available funding sources or opportunities
- b. Available internal capacity and/or expertise
- c. Available partners or collaborators
- d. Available materials (e.g., access to copyrighted materials)
- e. Local or regional priorities or needs
- f. State priorities or needs
- g. National priorities or needs
- h. Educator needs
- i. Community needs
- j. Input from advisory board
- k. Input from state or local education departments
- l. Input from educators
- m. Input from community members
- n. Other


Specify:

## SECOND EDUCATION SERVICE IN DETAIL (cont...)

13. What type of education service is this?

(Pick the closest match.)

- Program or set of activities offered to multiple participants
- Materials or resources distributed or made available for independent use

## SECOND EDUCATION SERVICE IN DETAIL (cont...)

14. How many participants directly took part in or used this service?  
(Choose one.)

Did not monitor

Did monitor

Specify number of participants if monitored.

## SECOND EDUCATION SERVICE IN DETAIL (cont...)

15. For how many hours did a typical client participate in or use this service?  
Please provide the most exact figure possible.  
(Enter a number.)

## SECOND EDUCATION SERVICE IN DETAIL (cont...)

16. Was the content of this service aligned to local, state, or national education standards, benchmarks, or guidelines? (e.g., Early Childhood Licensure training guidelines or a State Department of Education's curricular standards)  
(Choose one.)

Yes

No

Unsure/Don't Know

## SECOND EDUCATION SERVICE IN DETAIL (cont...)

16a. Which standards, benchmarks, or guidelines?

## SECOND EDUCATION SERVICE IN DETAIL (cont...)

17. What was the format of this education service?

(Choose one.)

- a. In-person
- b. Online
- c. Teleconference
- d. Blended (i.e., a mix of in-person and online, teleconference, or broadcast experiences)
- e. Other

Specify:

## SECOND EDUCATION SERVICE IN DETAIL (cont...)

18. Was this education service offered for credit? (e.g., Continuing Education Units (CEUs), college units, or professional accreditation.)

(Choose one.)

- Yes
- No
- Unsure/Don't Know

## SECOND EDUCATION SERVICE IN DETAIL (cont...)

19. How did your station find out whether participants learned something through this service?

(Choose all that apply.)

- a. Haven't yet found out
- b. Conversations or informal input from participants or users
- c. Responses to written surveys or feedback forms from participants or users
- d. Interviews and/or focus groups with participants or users
- e. External reviews or evaluations
- f. Other

Specify:



## SECOND EDUCATION SERVICE IN DETAIL (cont...)

20. With whom did your station communicate about the findings or insights gained from these evaluation activities?

(Choose all that apply.)

- a. Station has not yet found what participants learned
- b. No one
- c. Participants or users of education services
- d. Funders
- e. Station staff members
- f. Station collaborators or partners
- g. National public broadcasting entities (e.g., CPB or PBS)
- h. Other stations
- i. Other

Specify:

## ADDITIONAL EDUCATION SERVICES

If your station wishes to provide information on additional education services, please contact the research team at XXXXXXXXXXXX

## EDUCATION SERVICES PLANNED FOR THE FUTURE

This section of the survey contains questions about the technology purchases, technology development, or major changes to education services the station might be planning to make over the next year.

1. Over the next year, which, if any, of the following changes does your station expect to make to its education services?

(Choose all that apply.)

- a. No changes
- b. Update one or more current service(s)
- c. Stop offering one or more current service(s)
- d. Offer one or more new service(s)
- e. Serve fewer participants or users
- f. Serve more participants or users
- g. Serve new audiences
- h. Use a new format to offer a service
- i. Provide a service that addresses a new topic or subject
- j. Other

Specify:

## EDUCATION SERVICES PLANNED FOR THE FUTURE (cont...)

2. Does your station plan to expand the delivery of education services by leveraging the new capacity created with the installation of digital equipment?

(Choose one.)

- Yes
- No
- Unsure/Don't know

## EDUCATION SERVICES PLANNED FOR THE FUTURE (cont...)

2a. How does your station plan to use its new digital capacity for education?

## EDUCATION SERVICES PLANNED FOR THE FUTURE (cont...)

3. Over the next year, does your station plan to purchase or develop technology that is dedicated primarily to the development or delivery of education services? (Choose one.)

- Yes
- No
- Unsure/Don't know

## EDUCATION SERVICES PLANNED FOR THE FUTURE (cont...)

3a. What technology does your station plan to purchase or develop?

## BIG WISHES, BIG DREAMS: DESIRED EDUCATION SERVICES

Questions in this section of the survey ask General Managers and their colleagues to think about how education services might look if one didn't have to worry about where the money is coming from, whether there is enough of the right kind of technology, a partner with the right skills and experience, or any of the other practical considerations that make offering services so difficult in the real world.

1. If you as a station leader could do whatever you wanted (given unlimited time, resources, partners etc.), would you provide additional education services?

(Choose one.)

- Yes
- No
- Unsure/Don't know

## BIG WISHES, BIG DREAMS: DESIRED EDUCATION SERVICES (cont...)

1a. What service would your station most like to offer?

## BIG WISHES, BIG DREAMS: DESIRED EDUCATION SERVICES (cont...)

1b. What hinders your station from offering this service now?  
(Choose all that apply.)

- a. Not enough station staff (i.e., number of people) to develop the service
- b. Not enough station staff (i.e., number of people) to deliver the service
- c. Not enough station staff know-how to develop the service
- d. Not enough station staff know-how to deliver the service
- e. Not enough funds to buy existing service
- f. Not enough funds to develop the service
- g. Not enough funds to deliver the service
- h. Not enough technology to deliver the service
- i. Not sure how to use technology to deliver the service
- j. Not able to obtain access or use rights
- k. Other

Specify:

## BIG WISHES, BIG DREAMS: DESIRED EDUCATION SERVICES (cont...)

1c. What additional technology, if any, would your station need to deliver this service?

## BIG WISHES, BIG DREAMS: DESIRED EDUCATION SERVICES (cont...)

2. If you as a station leader could do anything you wanted, would you STOP offering any of the station's education services?  
(Choose one.)

- Yes
- No
- Unsure/Don't know

BIG WISHES, BIG DREAMS: DESIRED EDUCATION SERVICES (cont...)

2a. Which one(s) and why?

BIG WISHES, BIG DREAMS: DESIRED EDUCATION SERVICES (cont...)

2b. Rank the top 3 internal or external factors that contribute to your station continuing to offer the service or services identified.  
(Mark 1 beside the most important reason, 2 beside the second-most important, and so on.)

- a. Funder requirements
- b. Participant or user demand
- c. Public broadcasting system politics
- d. Other

Specify:

BIG WISHES, BIG DREAMS: DESIRED EDUCATION SERVICES (cont...)

3. In your view, as a station leader, what current or emerging technology holds the most promise for advancing the educational mission of public broadcasting?

## LICENSEE EDUCATION SERVICES PROFILE

This section asks licensees to describe the education role the licensee plays in the community. This section also asks about the infrastructure at your station, with a specific focus on spending, staffing, and technology that is dedicated primarily to education.

1. Does your station have an education presence within your community?  
(Choose one.)

Yes

No

Unsure/Don't know

## LICENSEE EDUCATION SERVICES PROFILE (cont...)

1a. If no, why not?

## LICENSEE EDUCATION SERVICES PROFILE (cont...)

2. Are education services part of your station's current strategic plan?  
(Choose one.)

Yes

No

Unsure/Don't know

## LICENSEE EDUCATION SERVICES PROFILE (cont...)

3. How many total full-time equivalent station employees are RESPONSIBLE PRIMARILY for education services?

Please provide the most exact figure possible.

(Enter a number.)

4. How many total paid contractors (full-time or part-time) are RESPONSIBLE PRIMARILY for education services?

Please provide the most exact figure possible.

(Enter a number.)

## LICENSEE EDUCATION SERVICES PROFILE (cont...)

5. Has your station purchased or developed technology that is dedicated PRIMARILY to the development or delivery of education services?

(Choose one.)

Yes

No

Unsure/Don't know

## LICENSEE EDUCATION SERVICES PROFILE (cont...)

5a. What technology did your station purchase or develop?



## LICENSEE EDUCATION SERVICES PROFILE (cont...)

6. For FY07, what PERCENTAGE of total station expenditures was dedicated PRIMARILY to education services?

Please provide the most exact figure possible.

(Enter a number.)

7. For FY07, what was the AMOUNT spent on education services?

Please provide the most exact figure possible.

(Enter a number.)

## LICENSEE EDUCATION SERVICES PROFILE (cont...)

8. Rank the top 3 costs included in this spending from most to least for the expense categories below.

(Mark 1 beside the largest category, 2 beside the second largest, and so on.)

a. No education services expenditures

b. Station staff salaries

c. Contract labor

d. Station staff travel expenses

e. Professional development for station staff

f. Hosting of events and meetings

g. Technology infrastructure

h. Other

Specify:

## LICENSEE EDUCATION SERVICES PROFILE (cont...)

9. For FY08, how will the station budget for education services be different than it was for FY07?

(Choose one.)

- It will significantly increase
- It will significantly decrease
- It will remain approximately the same
- Unsure/Don't know

## LICENSEE EDUCATION SERVICES PROFILE (cont...)

The following questions pertain to CPB's efforts to support your station's education services.

10. Are there board members, teachers, community leaders or others in your area who are, or would be, effective contributors to a campaign to build awareness of your station's education services?

(Choose one.)

- Yes
- No
- Unsure/Don't know

11. Could CPB's planned Public Awareness Initiative affirm your station's education role?

(Choose one.)

- Yes
- No
- Unsure/Don't know

## LICENSEE EDUCATION SERVICES PROFILE (cont...)

12. Would a specific effort WITHIN the Public Awareness Initiative be effective in raising awareness of your station's contribution to education? (e.g., a campaign about leaders, teachers, parents in your community that focuses on your station, such as "My Source For What I Need To Teach", or "My Source For My Children's Future", "My Source For Strengthening Our Community")  
(Choose one.)

- Yes
- No
- Unsure/Don't know

## SURVEY DEMOGRAPHICS

1. Who from your station was involved in responding to this survey?  
(Choose all that apply.)

- a. General Manager or President
- b. Education Director or Manager
- c. Finance Director or Manager
- d. Communications Director or Manager
- e. Development Director or Manager
- g. Other

Specify:

2. Who is the principal contact at your station for this survey?

Name:

Title:

Phone (XXX) XXX-XXXX:

E-mail (bob@bob.org):

## LAST QUESTION

Do you have any additional comments?

## END OF SURVEY

Thank you for your time and effort. Your contribution to this research is greatly appreciated.