



Press Release – October 19, 2009

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**UPSTATE NEW YORK PUBLIC TELEVISION STATIONS
ANNOUNCE MODIFICATION OF EDVIDEO ONLINE SERVICE**

The Association of Public Broadcasting Stations of New York's (APBS of NY) seven upstate member television stations (WMHT, Albany; WSKG, Binghamton; WNED, Buffalo; WCFE, Plattsburgh; WXXI, Rochester; WCNY, Syracuse; and WPBS, Watertown) have announced the modification of their EdVideo Online service supporting elementary, intermediate, and secondary (K-12) public, non-public, charter schools within New York State.

Citing the nationwide economic downturn and recent state budget cuts which significantly reduced support for station education programs, the upstate stations of APBS of NY **will discontinue the PowerMediaPlus (PMP) portion of EdVideo Online effective June 30, 2010.**

"New York State's public television stations provide an array of educational services to students, teachers, and parents and we are committed to continuing to do so," said Robert Daino, President and CEO of WCNY in Syracuse and Chair of APBS of NY. "Beginning last fall and in conjunction with THIRTEEN/WNET and WLIW21, additional member stations of APBS, all New York public television stations provide free of charge, VITAL New York, a free online library of digital media resources for the K-12 classroom as part of our state-wide EdVideo Online service."

VITAL New York features public television video and interactive content and is fully aligned to the state's learning standards. **VITAL NY** offers to all New York State educators, students and their parents access to free, online video-based instructional activities to more than 2,000 resources, including 300 developed to support the New York State core curriculum in English Language Arts and mathematics for grades 3-8, as well as more than 1,000 that have been aligned to the New York State Regents curriculum in Global History and Geography, Living Environment, Earth Science, Physics, and Chemistry. The Educational Technology Media Association, representing BOCES media libraries, is working in partnership with the New York public television stations to make **VITAL NY** accessible through BOCES online media catalogs.

"Because of the cooperation and commitment of our partner, Discovery Education, the upstate stations will offer PowerMediaPlus (PMP) as part of their EdVideo Online service to school districts throughout the state during the current school year, despite difficult economic conditions and the possibility of additional state budget cuts," stated Daino.

"Discovery Education has been a strong partner over the past several years, and has offered the New York public television stations tremendous support and service," continued Daino. "We will continue to work closely during this transition year and together will help our many education partners meet their goal of improving academic achievement across the state."

Discovery Education will continue to support New York educators with their professional development services and digital content resources from the library of Discovery Communications and other educational publishers including Scholastic, Weston Woods and PBS. Discovery Education is also working with some APBS member stations to integrate our award winning local content into Discovery Education's *streaming* service.

Many New York State BOCES currently work with school districts to provide Discovery Education digital services. Individual districts interested in adding or continuing to provide these services should contact their local BOCES media libraries, or contact Betsy Drennan, Discovery Education Director at 240/662-2695. More information on Discovery Education services can be found at <http://www.discoveryeducation.com>. All other questions or inquiries can be directed to the education department of your local New York State public television station.

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