INSIDE California Education

a public television series

KVIE Public Television

A TELEVISION SHOW UNLIKE ANY OTHERS...

Dear Parents, Teachers, Educators, Policy Makers, and Public Television Viewers of California:

Inside California Education examines and explains the effects of new laws and standards, and discovers innovative new programs that are making a difference. Most importantly, it celebrates the hardworking people—from principals to teachers to bus drivers—who have dedicated their careers to providing the best possible public educational experience for our children.

Besides our own full endorsement, *Inside California Education* has an advisory board comprised of some of the top individuals and organizations invested in the success of California public education. Funding support is provided by the California Lottery, the Stuart Foundation, California Teachers Association, the California State PTA, and the Association of California School Administrators, among many other statewide education associations.

Our state's future relies on our residents gaining a greater understanding, appreciation, and support for public education.

With our thanks and warmest regards,

DELAINE EASTIN
California State Superintendent of Public Instruction (1995-2002)

JACK O'CONNELL
California State Superintendent of Public Instruction (2003-2010)

TOM TORLAKSON
California State Superintendent of Public Instruction (2011-2018)

> **"Help us continue to share the most important, captivating and unique stories directly from California's classrooms."**
>
> —Paul Richman, *Executive Director*, *Inside California Education*

INSIDE California Education

Quick Facts about California's PUBLIC SCHOOLS

STUDENTS

- 6.2 million (the most in the nation)
- About two-thirds are in kindergarten-8th grade; one-third in high school
- Nearly 6 in 10 students are identified as low-income
- About one in five are English learners
- More than one in 10 have a disability affecting their education

STAFF

- Nearly 300,000 full-time teachers
- 250,000 "classified" staff, including clerical workers, bus drivers, speech pathologists, custodians, teacher aides, etc.

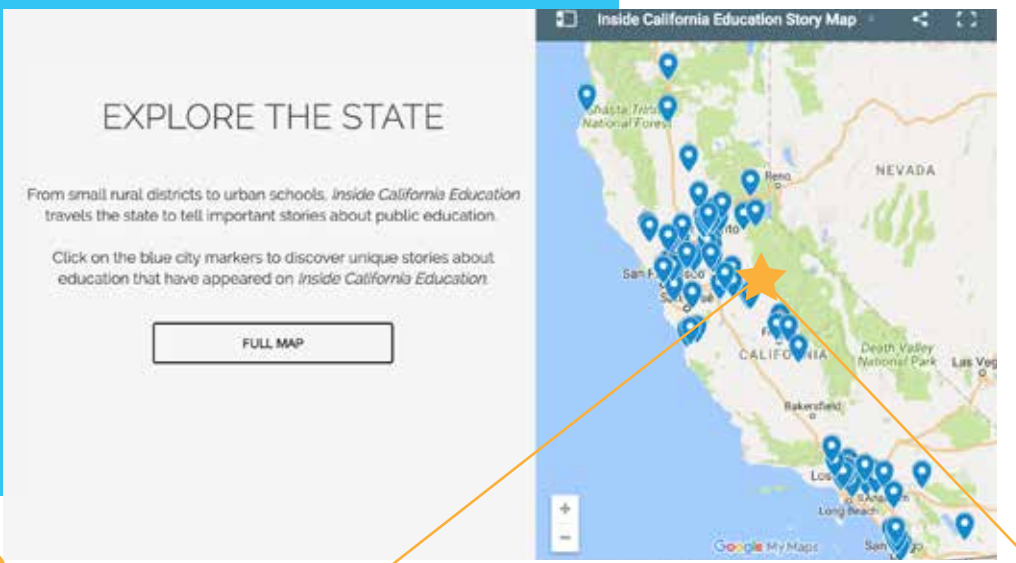
SCHOOLS & DISTRICTS

- 945 school districts, 58 county offices of education
- Half of all districts serve 2,500 or fewer students statewide
- 8,793 district schools (serving about 90% of students statewide)
- 1,248 publicly funded charter schools (serving about 10% of all students statewide)

Source: Legislative Analyst's Office, 2016-17 data

Engaging STORY MAP

Inside California Education is the only statewide weekly program offering informative and compelling stories about **California public education**. We are currently preparing for production into our third exciting season.

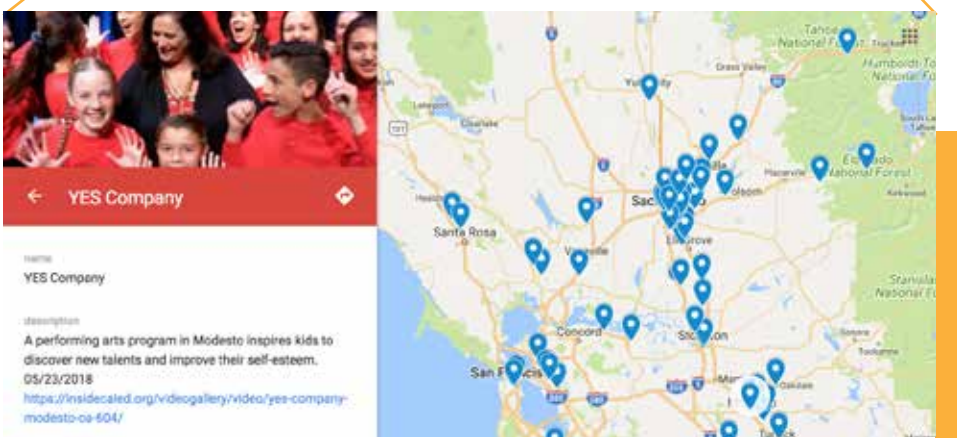


1

Last year, all public television stations in California scheduled *Inside California Education* with most being scheduled in prime time.

2

The show features more than 100 stories. Related resources can be accessed anytime on our website at **InsideCalEd.org**.



3

An Online Story Map helps viewers quickly discover stories from their own areas and across the state.

INSIDE California Education

Important STORIES

Digital Media in the Classroom — SACRAMENTO, CA 07:58

Engineering a Future — PITTSBURG, CA 06:36

Design, Build, Win — STOCKTON, CA 07:14

Saving the Yurok Language — EUREKA, CA 08:16

Foster Youth in College — MONTEREY, CA 07:35

YES Company — MODESTO, CA 6:04

A Jazz Education — MONTEREY, CA 07:58

Dual Enrollment — MURRIETA, CA 07:09

After-School Success — SACRAMENTO, CA 06:57

Civics Education — SACRAMENTO, CA 06:23

Cadets on Campus — SAN DIEGO, CA 06:37

DAY IN THE LIFE: Custodian — PLACER COUNTY, CA 02:27

International Baccalaureate — NAPA, CA — SACRAMENTO, CA 06:19

Preparing for a Disaster — SONOMA, CA 06:52

Teacher of the Year (2018): Dr. Brian McDaniel — DESERT HOT SPRINGS, CA 07:44

EPISODE 211: After-school programs provide crucial services for kids in a rural Sacramento district. 05/17/2018

Each of the first two seasons featured stories about California's schools, students, educators and staff, families, communities and partners. We feature programs and practices that are helping to advance California's public education forward.

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Unique PEOPLE

Teaching as a Second Act — SACRAMENTO, CA 07:25

Modesto Day of Respect — MODESTO, CA 05:58

DAY IN THE LIFE: School Bus Driver — WINTERS, CA 02:12

City Year AmeriCorps — SACRAMENTO, CA 06:53

Refugees in our Schools — SAN DIEGO, CA 06:37

Unified Sports — OAKLEY, CA 06:26

Kids' Home Run Initiative — WEST SACRAMENTO, CA 08:11

Robots of the Future — LOS ANGELES, CA 07:25

Academic Talent Search — SACRAMENTO, CA 05:47

DAY-IN-THE-LIFE: Activities Director — MODESTO, CA

Champion Speller — CLOVIS, CA 06:11

Mariachi Music — CHULA VISTA, CA 06:58

Camille Creek Community School — NAPA, CA 06:45

DAY IN THE LIFE: School Principal — WEST SACRAMENTO, CA 02:46

Merced Project 10 Percent — MERCED, CA 05:30

EPISODE 206: A program at Sacramento State gives students as young as fourth grade a glimpse of college life.

Captivating AUDIENCES

Safe School Ambassadors — FAIRFIELD, CA 7:05

INTERVIEW WITH TOM TORLAKSON 2018: Teacher Shortage — Immigration — Natural Disasters — Education Budget — 13:34

Bilingual Teacher Shortage — FRESNO, CA 04:57

DAY IN THE LIFE: School Secretary — ELK GROVE, CA 01:55

Restorative Justice — OAKLAND, CA 07:14

The Great Debate — SACRAMENTO, CA 07:29

California Thursdays — LODI, CA 06:02

UCLA Community Schools — LOS ANGELES, CA 08:22

Navigating Autism — VISALIA, CA 07:34

Sly Park — EL DORADO COUNTY, CA 04:55

DAY IN THE LIFE: Sign Language Interpreter— ELK GROVE, CA 02:44

Khan Academy — LONG BEACH, CA 06:34

Hospital School — PALO ALTO, CA 06:34

Kids' Cafe — FRESNO, CA 05:14

DAY IN THE LIFE: Football Coach — OAKDALE, CA 03:19

EPISODE 203: Explore a different approach to educating students with autism in Visalia, CA.

INSIDE California Education

Prestigious AWARDS

EMMY NOMINATION

EMMY Nomination for Interview/Discussion-Feature/Segment by the National Academy of Television Arts & Sciences, San Francisco/ Northern California Chapter.

JOHN SWETT AWARD

The John Swett Award for Excellence in Educational Journalism (2017 & 2018), awarded by the California Teachers Association.

PARTNER IN EDUCATION

The Partner in Education Award, awarded by the California School Nurses Organization.

FEATURED PRESENTER

2018 Featured Presenter, California Language Teachers Association.

INSIDE California Education

Public Television AFFILIATES

KVIE Public Television

KLCSO Always Learning

KIXE

KCETLINK

KRCB PBS npr NORTH BAY PUBLIC MEDIA

KPBS

PBS SoCaL koce

KVCR TV 24 91.9

NORTH COAST

KCSM

KPBS 2

KQED

valleypbs

★ *Inside California Education* can be viewed regularly on these public television affiliates.

INSIDE California Education

Broadcast STATISTICS

287 AIRINGS

Inside California Education has aired or will air 287 times from January to July 2018.

9.8% COVERAGE

Nearly 10% of the U.S. national audience has viewed our show.

11 PBS CHANNELS

These airings span a total of 11 PBS channels throughout California.

Carriage Channel Summary

Inside California Education
All Channels
4/1/2018 - 7/10/2018*
All Days
All Dayparts

All Channel Coverage: 9.81 %
All Channel Airings: 227

Channel	Telecasts	Market	Rank	% Coverage
KCETDT2	36	Los Angeles	2	4.74 %
KLCSDT	13	Los Angeles	2	4.74 %
KOCEDT2	14	Los Angeles	2	4.74 %
KVCRDT	13	Los Angeles	2	4.74 %
KRCBDT	23	San Francisco	8	2.19 %
KVIEDT	24	Sacramento	20	1.26 %
KVIEDT2	29	Sacramento	20	1.26 %
KPBSDT	11	San Diego	29	0.89 %
KVPTDT	8	Fresno-Visalia	54	0.51 %
KIXEDT	24	Chico-Redding	132	0.16 %
KEETDT	32	Eureka	195	0.05 %

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KVIEDT2	51	Sacramento	20	1.26 %
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KIXEDT	24	Chico-Redding	132	0.16 %
KEETDT	32	Eureka	195	0.05 %

Impactful
SITE STATISTICS

☆ 26,446 VISITORS

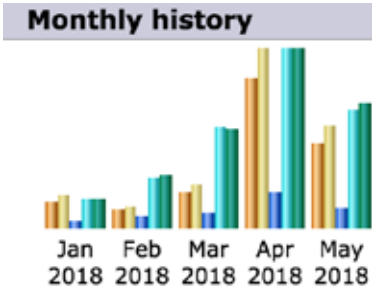
There were a total of 26,446 unique visitors that came to our website from January to May 2018. That is over 5,200 visitors per month!

☆ 31,988 VISITS

There were a total of 31,988 visits to our website from January to May 2018 from our visitors. That is nearly 6,400 visits per month!

☆ 107,516 PAGES

There were a total of 107,516 pages from our website that were viewed from January to May 2018. That is over 21,500 pages per month!



Month	Unique visitors	Number of visits	Pages
Jan 2018	2193	2772	8305
Feb 2018	1484	1800	12797
Mar 2018	2869	3566	19612
Apr 2018	12725	15158	42501
May 2018	7175	8692	24301

Online VIEWER STATS

☆ 88,205 VIDEO VIEWS

Viewers can visit our website to catch up on episodes they missed. As of July 4, 2018, our videos have been viewed 88,205 times.

" What a forward-thinking way to foster friendships and camaraderie among ALL the students. It is perfect for developing real honest-to-goodness, life-changing social skills for both General Ed and Special Ed kids. I hope this spreads everywhere! "

—Barry Tesar, comment from InsideCalEd.org (Re: Unified Sports story)

" Such a jovial interpreter! This is really nice. "

—Rachel Stanbury, comment from YouTube channel (Re: DAY IN THE LIFE: Sign Language Interpreter)

☆ 513,034 YOUTUBE VIEWS

Viewers can also visit our YouTube Channel to watch *Inside California Education*. To date, all videos have been viewed a total of 513,034 times.

Social Media STATISTICS

AVERAGE REACH PER MONTH

Inside California Education has reached an average of **8,500+ Facebook viewers per month** as of June 11, 2018.

4,200+ VIEWS PER WEEK

Facebook viewers have viewed an average of **4,200+ videos per week** as of June 11, 2018.

28,000 IMPRESSIONS IN MARCH

Just for the month of March 2018, there were a total of 28,000 Tweet Impressions.

NOTABLE INTERACTIONS:

Tom Torlakson, State Superintendent of Public Instruction

Delaine Eastin, Former State Superintendent of Public Instruction

Jonathan P. Raymond, President, The Stuart Foundation

Adam Ebrahim, Director of Implementation, CDE

California Department of Education

California Teachers Association

California Parent-Teacher Association

EdSource

Most California PBS Stations

Educators

School Program Coordinators

INSIDE California Education

Praise & FEEDBACK

"The series is a wonderful way to improve education. Hopefully by viewing the program, some teachers will implement Day of Respect at their schools."
—Sharon Froba, Retired Teacher (Re: Day of Respect story)

"This is fantastic. Hopefully, the future of education, because this is what it's all about. I've shared it several times and I hope this is an example for all schools in California. "
— Nancy Davis, Facebook comment (Re: Digital Media in our Schools story)

"Thank you one and all for bringing the story to life and for weaving the farm, the cooking and farming processes, and the kid's feedback into the piece. BRAVO!"
—Zenobia Barlow Center for Ecoliteracy (Re: California Thursdays story)

"Thank you so much for the amazing episode on higher education for foster youth on Inside California Education. We have shared it far and wide, and people love it. It tells a powerful story."
—Amy Lemley, John Burton Advocates for Youth (Re: Foster Youth in College story)

Praise & FEEDBACK

"Thank you so much for this beautiful piece on our two schools. Needless to say, it made me feel so proud of this partnership where everyone is so committed to creating such amazing places of learning and hope and success for all of our students."

—Dr. Jody Priselac, UCLA Graduate School of Education (Re: UCLA Community Schools story)

"Wow! The Restorative Justice Segment was awesome!! We're all helping to change the narrative."

—Natasha Moore, Principal, REACH Academy (Re: Restorative Justice in Oakland story)

"Wow!!! No one has ever "got us" the way you got us. Thank you so very much for the moving portrait of our school. Truly, thank you!!!"

—Caroline Wilson, Director, Napa Juvenile Court and Community Schools (Re: Napa Community School story)

"Bravo! Yes! What a fantastic program for these students. Thanks for sharing and bringing to the screen!"

—Brittany Thurman, Facebook comment (Re: Refugees in our Schools story)

"You really captured the students as the heart of what we are doing, and I loved seeing and hearing about our programs though their eyes and words."

—Susan Erickson, Teacher (Re: Digital Media in the Classroom story)

Advisory BOARD MEMBERS

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California School Board Assoc.

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Executive Director
California County
Superintendents Association

Martin Brady
Executive Director
Schools Insurance Authority

Susanna Cooper
Managing Director
Wheelhouse, UC Davis
Senior Fellow, Stuart Foundation

Linda Darling-Hammond
Charles E. Ducommun
Professor of Education
Stanford University

General Davie
Former Superintendent
San Juan Unified School District

Delaine Eastin
Former California State
Superintendent of
Public Instruction

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Rossier School of Education
University of Southern California

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Glen Thomas
Former Calif. Secretary of Education

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California School Employees Assoc.

David Verdugo
Executive Director
California Association of Latino
Superintendents and Administrators

The *Inside California Education* Advisory Board serves as a high-level resource and provides insight as story topics are selected and planned.

Thank you to our Season One and Season Two Sponsors!

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KAISER PERMANENTE thrive

STUART FOUNDATION
IMPROVING LIFE OUTCOMES FOR YOUNG PEOPLE THROUGH EDUCATION

INSIDE California Education

KVIE Public Television

csba

CASBO Smart business. Smart schools.

Capitol Advisors Group, LLC

School Services of California Inc.

California School Employees Association AFL-CIO

California State PTA everychild. onevoice.

CTA California Teachers Association

CCSESA California County Superintendents Educational Services Association

SIA For Kids Schools In Partnership

association of california school administrators

California Federation of Teachers AFT, AFL-CIO

calsa California Association of Latino Superintendents and Administrators

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