

Supporting Local Educators During School Disruption

Station Webinar | March 25, 2020 | 4-5 PM EDT Presented by PBS Children's Media & Education

Welcome

Today's Agenda:

- Review Localization Features
- Review Browsing and Folders
- Overview of Google Classroom and Remind Integrations
- Insights from Stations Working with Local Leadership

Presented by:

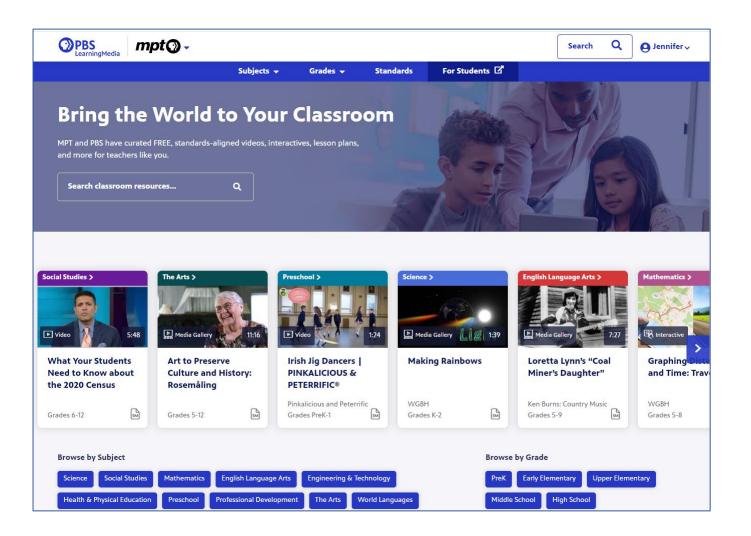
- Mary Crocamo, Product Manager, PBS LearningMedia
- Kate Barrett, Editorial Director, PBS LearningMedia
- Paula Hill, Media Coordinator, Secondary Humanities, PBS LearningMedia
- Tonya Crum, Senior Director, Education, Kentucky Educational Television
- Jamie Annunzio Myers, COO, PBS SoCal | KCET

Today's webinar is being recorded. The deck and recording will be available on the Source.





PBS LearningMedia Localization Features Mary Crocamo, PBS





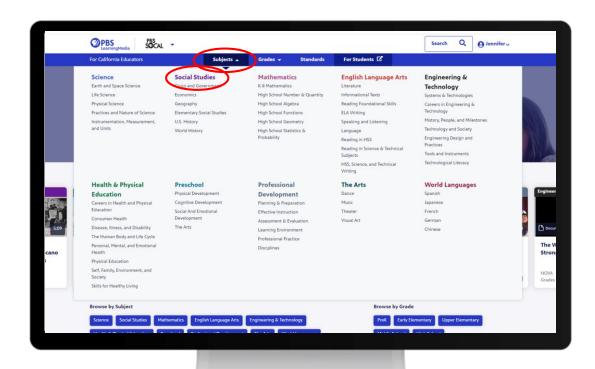
Learning Content at Your Fingertips

Kate Barrett, PBS Paula Hill, PBS

Find Just What You Need

Quickly find available resources:

- Select "Subjects"
- · Choose a topic
 - Ex: Social Studies
- Choose a general subject area or dive in to a subtopic right away

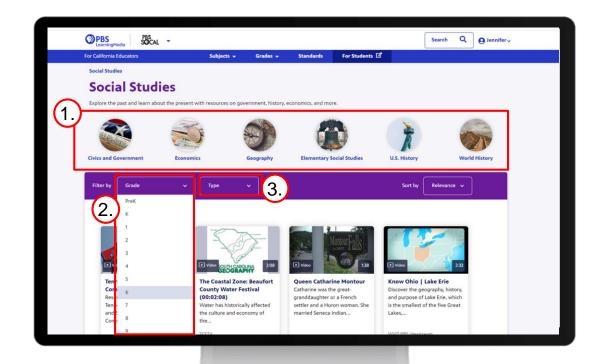




Subject Page: Refine Your Search

You can further filter by:

- 1. Sub-topic
- 2. Grade
- 3. Content Type (Video, Gallery, Lesson Plan, Interactive, more)





Favorite Content To Save

Save resources by using the "Favorite" feature in the left hand column.

NOTE: If you haven't created your free account yet, you'll be prompted to login when you try to mark a favorite.

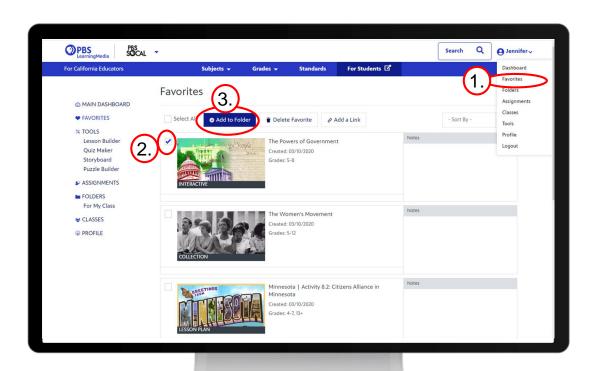




Add Favorites to Folders

Once you have favorites, you can sort them into folders using these steps.

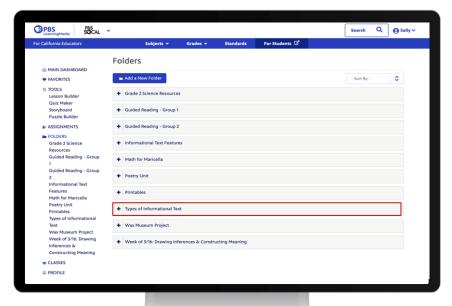
- 1. Select favorites from your account (top right).
- Select the resource you want to assign to a folder.
- 3. Select 'Add to Folder' and choose the right folder.



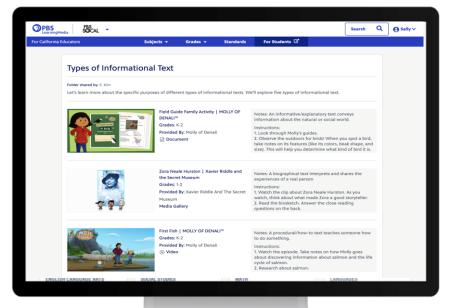


Customize and Share Folders

Managing Folders: Create individualized folders based on instructional units, student interest, level, or needs.



Sharing Folders: Update the content within each folder, and the same link updates the changes for your collaborators.





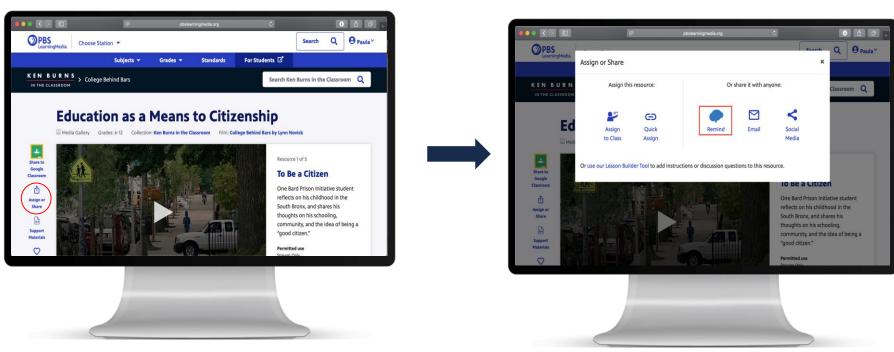


Remind

A free service that allows educators to easily share the same linked content to the class or to their families via text or email.



Sharing with Remind



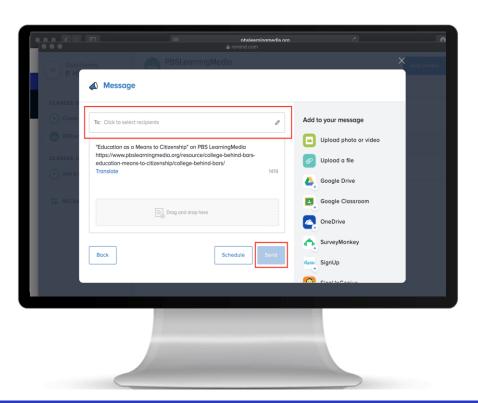
From the "Assign or Share" menu, select Remind, and open or log in to your account.



Sharing with Remind

The PBS LearningMedia resource's unique URL will auto-populate for sharing.

Select recipients and send the link directly to them.







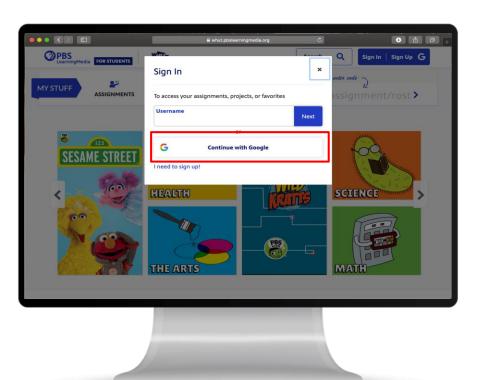
Google Classroom

Millions of teachers and students manage learning through Google Classroom. PBS LearningMedia integrates these tools so that teachers can easily share select PBS resources with their classes.



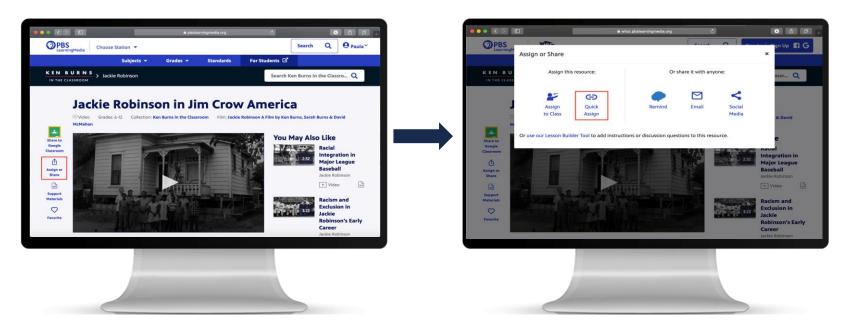
PBSLM and Google Classroom

Teachers and students can sign in to the PBS LearningMedia website using their Google credentials.





Quick Assign with Google Classroom

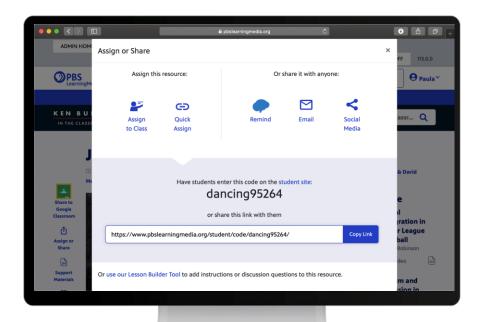


From the "Assign or Share" menu, select Quick Assign.



Quick Assign with Google Classroom

Quick Assign provides you with a code that students can use from the PBS LearningMedia student page or a unique URL that takes them directly to the resource.





Lesson Builder

To add instructions or more resources, select "Lesson Builder" from the "Assign or Share" function.



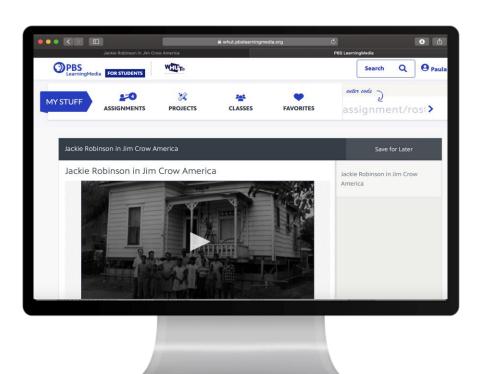
The Lesson Builder will automatically link the resource, you can add directions, questions, and slides to your lesson here:





Simplified Student View

Students get a simplified view of the media and lesson in the assignment view.







Station Experience Tonya Crum, KET Jamie Annunzio Myers, PBS SoCal | KCET



Tonya Crum Senior Director, Education KET

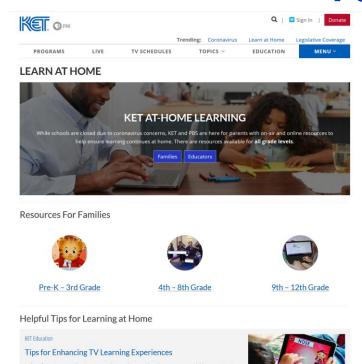
Kentucky Distance Planning *Tonya Crum, KET*

- Educator Support
 - PreK-12 & Adult Education
- Family Support
- Broadcast Support beginning March 30th
 - 10 hours/day M-F on main channel
- Professional development
 - Webinars with partner agencies/groups

Named Service: Learn at Home



KET.org/learnathome Families





4TH-8TH GRADE

< Return to Learn at Home

On-Air



- KET PBS KIDS provides safe, educational programming focused on literacy, math and critical-thinking skills.
- Available 24/7 over the air statewide, on cable systems, and via livestream at KET.org/kids, PBSKIDS.org @ and on the PBS KIDS mobile video app.

PBS Learning Media



- PBS LearningMedia is a 100% free digital tool used by thousands of Kentucky educators for classroom instruction, and KET is now encouraging parents to also use these resources to facilitate learning at home.
- Easy to use, and you can filter resources by grade and subject.

Sample Instructional Resources

KET Education

Taking TV Time to the Next Level

When you're watching shows on KET, engaging in discussion or related activities before, during, and/or after the show can help you remember what you've learned. Check out these discussion questions and activities for any show you watch on KET – no Internet needed – to take what you just watched to the next level.





KET.org/learnathome Educators





LEARN AT HOME WITH KET EDUCATION

As you plan for a variety of scenarios in response to the global COVID-19 health crisis, remember that KET Education is here to help Kentucky educators with programming on-air and instructional resources online.

If you need further assistance or ideas for incorporating PBS LearningMedia, PBS KIDS, or broadcast programming into your NTI day planning please contact the KET Education team at NTI® ket.org.

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- 1 On-air
- 2 Online
- 3 PBS KIDS
- 4 Parents
- 5 Need Help?





LEARN AT HOME PROGRAMMING & ACTIVITIES, MARCH 30 - APRIL 3

Beginning Monday, March 30, KET's normal weekday program lineup that airs on the main KET channel from 7/6 am to 5/4 pm will be replaced with a special lineup containing programming specific to at-home learning for PreK-third grade, grades 4-8, and grades 9-12.

Below you will find the March 30 – April 3 schedule and related videos and activities for PreK students though grade 12.

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1 March 30, 2020

2 March 31, 2020

3 April 1, 2020

4 April 2, 2020

4 April 2, 202

5 April 3, 2020





Jamie Annunzio Myers COO, PBS SoCal | KCET

California: KQED & PBS SoCal Jamie Myers, PBS SoCal | KCET

PBS SoCal & KQED have joined together to create a home learning service that can work throughout the state

- Broadcast Schedule
- Digital Learning Resources
- Marketing/Communications Resources
- All accessible through the PBS HUB: https://hub.pbs.org/ideas/public-health/station-resources

Coordination with other California PBS member stations in process

- Outreach to districts and county offices of education throughout the state
- Twice daily webinars for teachers on getting started with PBS LearningMedia





Recap:
Resources & Next Steps





Resources

- PBS will be providing an set of resources and opportunities to support distance instruction
 - On the Source (Search PBSLMCOVID19):
 - PBS LearningMedia: Learning Content at Your Fingertips
 PowerPoint
 - PBS LearningMedia: A Resource for Distance Learning One Sheet
 - Recording available for Virtual Professional Learning Event for educators on Wednesday, March 18
 - Social media messaging in the PBS CME Social Media calendar for stations
 - Station Education Solutions Page on the HUB.
 - More to come including PBS TeachersLounge Blog Posts, Additional resources on PBS LearningMedia,



Next Steps

- Review the new localization features, functionality and specifications and identify ways you can use these functions to support your local educators.
 - This deck and recording from March 13 session posted on the Source (https://source.pbs.org).
 - Review CMS access for your station do you have the right people in the right roles (service admin, site admin, content admin)?
 - If not, contact <u>PBSKIDSandEducation@pbs.org</u> for assistance.
- Provide educators with guidance on PBS LearningMedia features for distance instruction:
 - March 18 Virtual Professional Learning Event Available Via PBS TeachersLounge (archived)
 - Sessions hosted by KQED
 - One-sheet and PowerPoint on Source and emailed as an attachment to stations
- Consider station capacity to support local education efforts. How can you best deploy your resources? How can PBS Education provide support?
- Evaluate strategies used by other PBS member stations (<u>Collection of examples on the HUB</u>).



Questions or Comments?

Stay Connected

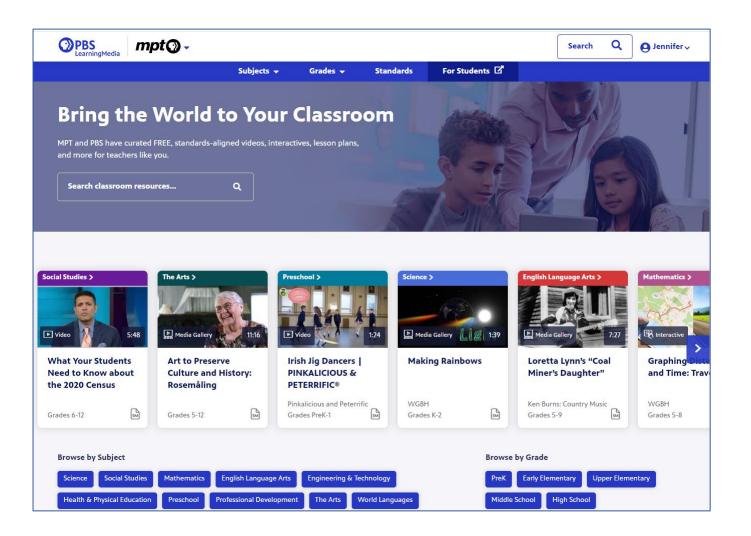
- PBS CME Station Relations | PBSKIDSandEducation@pbs.org
- PBS Education Station Facebook Group | <u>facebook.com/groups/PBSEducationStation</u>
- Join PBS Station Education Producers Basecamp | <u>EMCannon@pbs.org</u>
- PBS Education Station Newsletter | http://eepurl.com/chaRC1
- PBS KIDS & Education Social Media Calendar | http://eepurl.com/bzr_hP



Thank You!



PBS LearningMedia Localization Features *Appendix*



How Localization Works

What is it, exactly? How does it work on PBS LearningMedia?

PBS LearningMedia is localized by 95% of PBS stations. What does that mean?

- Localization refers to the act of determining a user's local PBS station according to the area in which they live. For PBS LearningMedia, this area is determined through manually mapping counties to stations.
- Localization determines a user's location in order to serve them state standards, homepage customized for their locale and PBS station. This is done when a user provides a zip code or automatically by IP address that is mapped to a zip code, then mapped to a county.

PBS LearningMedia Localization Benefits:

- Co-branded subdomain (i.e. dptv.pbslearningmedia.org)
- Co-branded header
- Editorialize parts of the homepage
- CMS Access (manage localization features, run registered user reports)



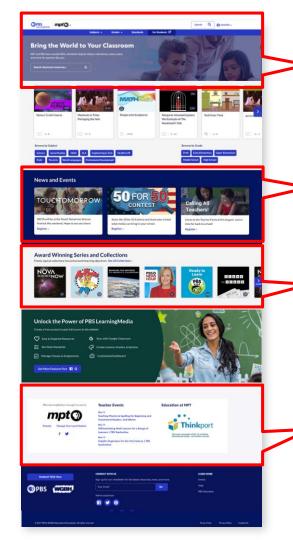
Roles & Permissions

The PBS LearningMedia Content Management System (CMS) has the following roles and permissions for stations.

If you currently have access, please login and review your users and make updates as needed. If you don't have access, or would like us to review, please contact us at PBSKIDSandEducation@pbs.org.

Primary Roles	Permissions
Service Admin	Highest level of permission in the CMS. Manage localization features, update user permissions, run user reports, contribute content
Content Admin	Contribute content
Site Admin	Manage localizations features, run user reports





Localization opportunities for PBS member stations

Teacher Events

Learners | PBS Teacherline

Teaching Phonics & Spelling for Beginning and

Differentiating Math Lessons for a Range of

Graphic Organizers for the 21st Century | PBS



Education at MPT

Thinkport

Header prominently displays station branding. Station logo has a dropdown area called the **Station Module** with additional areas for local information, or default to national.

Promotional section for stations to highlight local news and events, or default to national promotions.

Featured collections area for stations to curate, or default to national picks.

The **Station Module** also appears on the bottom of the homepage and includes three areas: station logo and links, educator events, open promotional area.





Station logo, donate button and social media dynamically pulled from PBS Station Manager. Changes are made at station.console.pbs.org.

Program the **Educator Events section** with local events relevant to educators. Maximum of four (4) events appear in chronological order. When an event expires, it is automatically removed from the list. Defaults to national events if station does not program.

Program this **open area** with text or image to highlight events, promotions, programing, newsletter, sponsorship and more.

Image specs:

- Upload at 784 pixels wide by 400 pixels high
- Displays at 392x200
- Leave 30px padding around text on image

Title & Call to Action Specs:

Maximum 30 characters. including spaces

Text Only Specs:

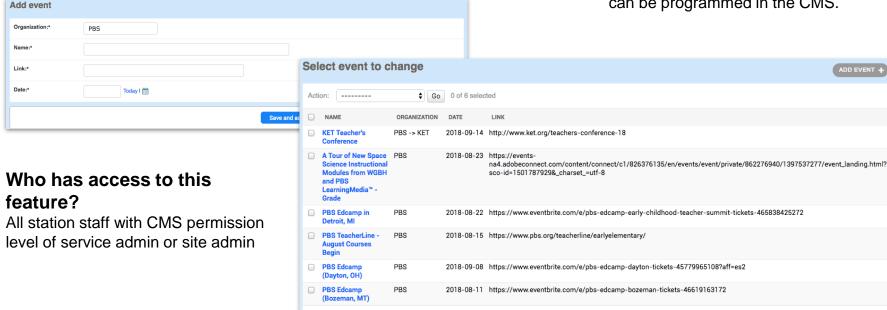
Maximum 350 characters, including spaces.

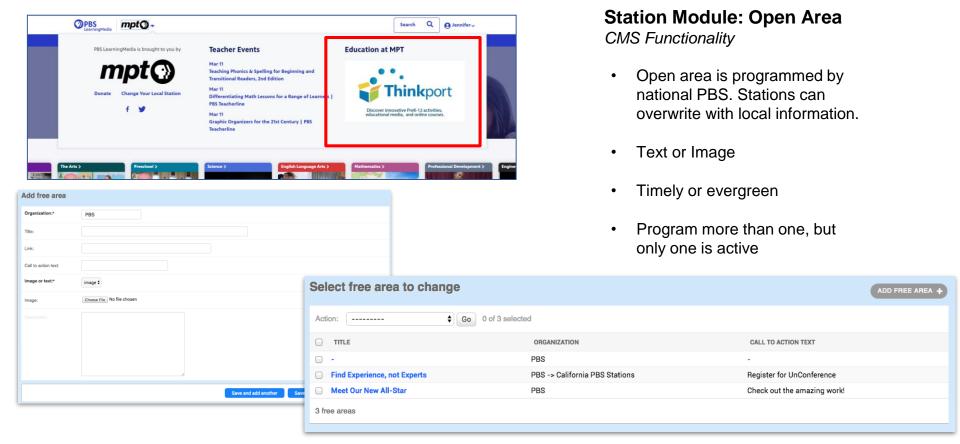


6 events

Station Module: Events CMS Functionality

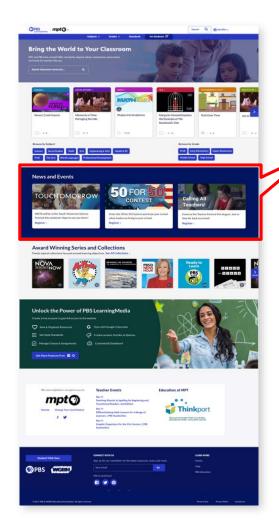
- Events are programmed by national PBS. Stations can overwrite and add one or more events that are locally relevant.
- Four (4) events appear in chronological order, but more can be programmed in the CMS.





Who has access to this feature?

All station staff with CMS permission level of service admin or site admin





Promotional section for stations to highlight local news and events, or default to national promotions. If no events are scheduled here, the space defaults to national promotional items that are added by PBS. You can overwrite all items in this area with your own local items. Although you can program several items, three (3) items display at a time.

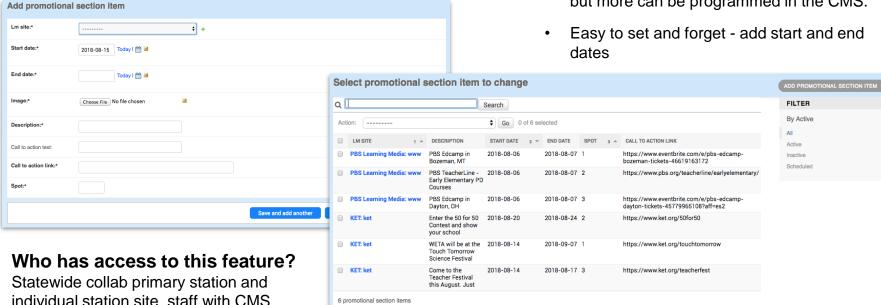
Specs:

- Submit an image that is 800 pixels wide by 320 pixels high
- Image displays at 400x160
- A short headline should be embedded in image
- Leave 30px padding around text on image
- Description: Maximum 350 characters, including spaces
- Call to Action: Maximum 30 characters, including spaces



permission level of service admin or site

admin

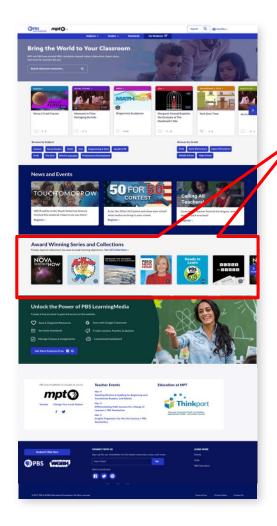


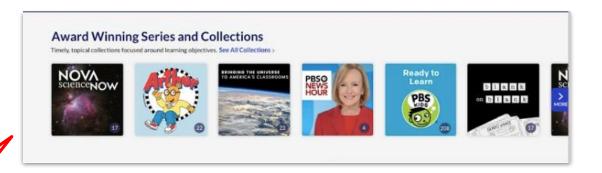
6 promotional section items

Promotional Section

CMS Functionality

- Promotional section is programmed by national PBS. Stations can overwrite one or more promotional items with locally relevant information
- Three (3) promotions appear on the homepage but more can be programmed in the CMS.

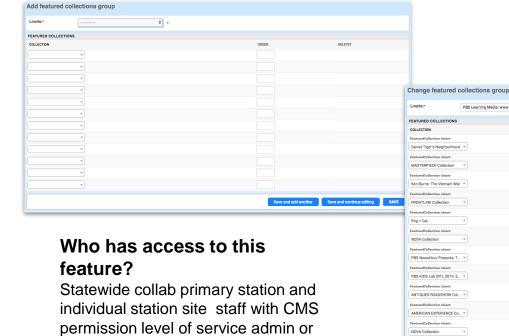




Featured collections area allows stations to curate, or default to national picks. The featured collections section provides a space for you to highlight collections that may be of local interest. This section is automatically populated by PBS but you can overwrite some or all of the items.

- Up to 12 featured collections appear on the homepage
- A note to content contributors: if you have collections, you will need to upload a
 featured image to ensure it meets the current specifications of 400x400px and
 includes the title in the top half of the image





site admin

Featured Collections

5

12

CMS Functionality

÷ / +

PBS Learning Media: www

The Human Spark

- Featured collections are programmed by national PBS and can be overwritten by local stations - or added to so there is a mix of local / national collections. Station selections will be listed first.
- 12 collections can be programmed and you can change up the order

DELETES

Easy search look up to find collections