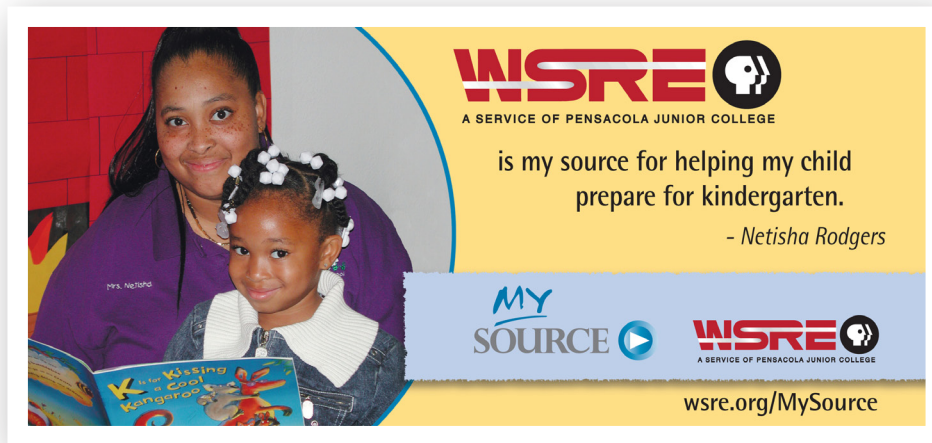


CAPTURE AND COMMUNICATE IMPACT AT YOUR SESAME STREET EVENT

Every day, you make a difference in your community. You educate, inform and enlighten learners of all ages. Your **Families Stand Together: Feeling Secure in Tough Times** event is a demonstration of your commitment to families in a time of financial hardship, and your stakeholders want to know how this event and all your efforts are helping your community.

The *My Source* framework provides an invitation for our audiences to convey why they use, and trust public media. More than 260 stations have shared these authentic stories on-air, online and in targeted communications to community leaders, major donors, public officials and other stakeholders.



My Source has been particularly successful in communicating the impact of public media's content and services for children and families through powerful testimonials from parents, teachers and educational leaders.

RESOURCES FOR YOU

You'll find *My Source* resources at MySourcefor.org, including [station examples](#), logos and templates, animations and music beds, recorded training sessions, tips for creating great testimonials, and an [online Testimonial Tool](#) that helps you gather user-generated content.

“ Our relationship with newly-elected Governor Bobby Jindal was enhanced with his *My Source* testimonial. He spoke extemporaneously and personally about the importance of LPB's children's programming. ” – Louisiana Public Broadcasting

Here are few ideas on how you can maximize the opportunities to capture and communicate impact at your **Families Stand Together: Feeling Secure in Tough Times event:**

BEFORE THE EVENT

- Think about people in your community who are enthusiastic and articulate about your work. Invite them to your event and ask them to contribute a *My Source* testimonial during or after the event.
- Prepare a postcard or flyer for the event that describes your *My Source* project, and invites participants to create a *My Source* testimonial for you.
- Ask your web team to deploy the *My Source* Testimonial Tool on your Web site. Parents that have been profoundly affected by the Sesame Street event will want to tell you right away.

DURING THE EVENT

- Play the national *My Source* testimonial Sesame Street produced for this project.
- If you have already produced local *My Source* testimonials, play or display them at the event.
- Include *My Source* postcards and flyers in event handouts. Be sure to include ways that the event participants can tell you about their experience, such as a link or a phone number.
- Have an intern, production assistant, photographer or videographer capture testimonials from your guests and other event participants. Have appearance releases ready.
- Or have a staff member identify articulate and enthusiastic individuals for later recording. Collect contact information.
- If you have permission, secure B-roll or still photos of event activities for us in testimonials.

AFTER THE EVENT



- Create on-air *My Source* spots using testimonials and B-roll. Schedule them around programs that reach key audiences.
- Create web banners using testimonials and feature on your education and children's sites.
- Stream testimonials on your website, YouTube or BlipTV and link them from your social networking sites.
- Use testimonials in your member and major donor letters to reinforce messages about your station's value.
- Create print ads using testimonials for station publications, trade or paid media.
- Show testimonials at board and staff meetings to boost morale and level of commitment.
- Include testimonials in grant applications and corporate sponsorship packets.
- Include testimonials in annual reports and/or annual university or state funding requests.



KET is my source for the tools I need to help my students achieve.

—Tonya Bentley-Williams
May Valley Elementary School

"Our scores have jumped in the past two years – and that's in the two years we've used KET EncycloMedia religiously," said May Valley library media resources coordinator Tonya Bentley-Williams. "The great thing about it is, [teachers] can pull the clips they need that illustrate the point they're trying to make."

"We make sure every minute matters," she added, "and our test scores are showing it."

Such a climb in scores may seem just shy of a miracle. Ten years ago, the district was under state management, and the school's test composites

DanceSense is among the KET productions Floyd County teachers regularly use.



of Morehead State University, also attributes much of it to the school's extensive use of KET's educational services.

"I can say KET EncycloMedia is truly an integral part in what has helped us become [a] number one school in the state," Bentley-Williams said of the 350-student school, 75 percent of whom participate in the free and reduced lunch program.

KET EncycloMedia is just one of the many KET educational programs and services utilized by May Valley. Required to teach dance by state standards, Bentley-Williams, like teachers all over

Social studies teachers at May Valley regularly use the KET-produced Electronic Field Trips, particularly those to the Mountain Homeplace, Fort Harrod, and Fort Boonesborough. For geography instruction, there's KET's series *Kentucky GeoQuest*.

Bentley-Williams has also turned to PBS for supplemental materials in instruction, citing her use of the *Arth* series and its accompanying Web site for help in illustrating a third-grade lesson on the differences between fact and opinion.

Science and social studies teachers use KET EncycloMedia on a daily basis

"We make sure every minute matters and our test scores are showing it."

hovered around the 50-point mark. Today? May Valley's total academic index for school year 2007 stands at 121.9.

"The goal is to have all schools at 100 by 2014," said Kentucky Department of Education spokesperson Lisa Gross. "They have made pretty remarkable progress."

A lot of effort has been poured into that achievement, from the district leadership on down. The board has instituted sound new policies and procedures with a firm emphasis on instruction. And Bentley-Williams, a Knott County native and graduate

of the state who haven't been schooled in dance instruction, turns to the *DanceSense* and the instructional series *DanceSense* for reliable, standards-based materials.

Floyd County Schools Superintendent Henry Webb compliments the May Valley teachers for being quick to utilize KET resources and instructional technology.

"From just basic instructional tools, to the arts and humanities toolkits, KET has just really been a huge asset to the educational growth in our county," he said. "I think many of our teachers will tell you that."

and there's not a classroom in the school that hasn't used it or another KET's elementary instructional program or services.

"I can tell you that [KET EncycloMedia] has been very successful in helping our teachers reach a lot of our kids in our classrooms – as well as other KET training and opportunities for professional development," added Superintendent Webb.

"I know our arts and humanities teachers really like those toolkits. And course all the programs – the numero things KET does have been significant helping us get to where we need to be