



A television series about ways to ensure children's educational success.

America Goes Back to School: A National Town Hall Meeting with Arne Duncan

Tuesday, September 15, 2009 8:00 – 9:00 PM Eastern

"Before crafting education law in Washington, we want to hear from people across America—parents, teachers and administrators—about the everyday issues and challenges in our schools that need our national attention and support."

--U.S. Secretary of Education Arne Duncan

U.S. Secretary of Education Arne Duncan is traveling throughout the country to engage a broad group of stakeholders—including parents—in an open and honest conversation about federal education policy in anticipation of the reauthorization of the *Elementary and Secondary Education Act*. Already, the secretary has met with hundreds of mothers and fathers, students, teachers, principals, education support staff, superintendents, college professors, higher education administrators, and community leaders during his national tour, "Listening and Learning: A Conversation About Education Reform."

One of the most important things policymakers can do is to connect with the people who are affected by the decisions they make. During his tour, Secretary Duncan has heard and noted that in order to prepare students for success in today's globally competitive workforce, it is not enough simply to preserve the status quo. Parents and other education stakeholders across America want better schools, curricula, and teachers for their children and, through forums such as this National Town Hall Meeting, they are helping to shape future education policy.

On this special edition of *Education News Parents Can Use*, Secretary Duncan will engage in a live, interactive discussion with parents across the nation by telephone, email, and with a studio audience. This event is one stop along the secretary's national "Listening and Learning" tour to gather input on the administration's education agenda, including: early childhood learning, quality schools, parent responsibility, higher standards, teacher quality, health and safety, workforce development, and higher education.

Throughout the hour-long program, parents will have a chance to offer the Secretary their suggestions and their hopes about reforming education in the United States in a public dialogue addressing topics of importance to schools, families, and communities, including:

- What is working and what needs to change in the *Elementary and Secondary Education Act*?
- What do we need to do, and what do we need to do differently to ensure our students are successful?
- What does a quality school look like, and how can more schools become consistently high achieving?
- How can parents become more involved with and engaged in their child's education?
- What are some effective practices for recruiting, retaining, supporting and compensating highly effective teachers?
- What steps are schools at all levels of education taking to ensure a safe and healthy learning environment?



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Education News Parents Can Use is the U.S. Department of Education's monthly television series focusing on schools, learning and student success. On the third Tuesday of each month during the school year, *Education News* airs live via satellite, offering parents and anyone else with an interest in education vital information about getting involved in children's learning.

The Format: *Education News* is broadcast live and features brief segments, including one-on-one interviews, how-to demonstrations, video, and brief conversations with parents, educators, community, business and religious leaders, and education experts. Guests appearing in either live or taped segments have included Governor Arnold Schwarzenegger, NFL football great Darrell Green and PBS's Bill Nye the "Science Guy".

The Focus: *Education News* is dedicated to providing information and resources of value to parents and families. Every month, the broadcast explores a specific subject such as reading, technology, school safety, special education and preparing for college. Live call-ins give viewers the opportunity to ask questions of the experts—including Department of Education officials, educators, community and business leaders, and concerned parents drawn from communities across the country—and to gain new information on how to improve teaching and learning in schools and in the home.

The Audience: *Education News* targets an informed citizenry—parents, educators or anyone with a general knowledge of, and strong interest in, education.

Ways to Watch: *Education News* is available on local education, government or public access channels; some PBS member stations; the Dish Network and DirecTV; BYU Television (DirecTV, Dish and via local cable providers); and Channel One. To learn more, visit www.ed.gov/edtv.

For Broadcasters: Interested in carrying the program? Visit our "For Broadcasters" page at www.ed.gov/edtv. The program is available via satellite on KU and C Bands. Satellite coordinates are free; however, registration is required. The program is in the public domain.

Archived Webcasts: *Education News* is available via archived webcasts. To view and learn more, visit www.connectlive.com/events/ednews.

The Education News Parents Can Use broadcast and cable partners include the Public Broadcasting Service, Channel One, UniversityHouse Channel and Media Arts.

Use of Education News Parents Can Use is free and unrestricted.



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PURPOSE: *Education News Parents Can Use* is asking the public to submit to U.S. Secretary of Education Arne Duncan's attention original commentary about America's education system via telephone, email or video. Mr. Duncan is currently conducting a national conversation on education as he travels throughout the country to engage a broad group of education stakeholders—including parents—in an open and honest conversation about federal education policy in anticipation of the reauthorization of the *Elementary and Secondary Education Act*.

(Learn more about the *Elementary and Secondary Education Act* at www.ed.gov)

CONTRIBUTE TO THE DISCUSSION!

We want to hear from you—parents, teachers, and students!

1. **Call** the show during the live broadcast at **1-888-493-9382**, between 8:00 – 9:00 PM Eastern.
2. **Email:** submit your comments electronically **by 5:00 PM EDT, Wednesday, September 9, 2009** to Education.TV@ed.gov
 - o Type in the subject line: September 15 Town Hall Meeting
3. **Video:** submit original video comments – **must be received by Wednesday, September 2, 2009**
 - o Address for uploading digital files is: www.dropio.com/ENPCU

PARAMETERS FOR VIDEO SUBMISSIONS – the more technically sound the video, the more likely the video will air on the show.

- Be concise (no longer than 45 – 60 seconds); *we will not air anything over 60 seconds.*
- Think about your comment(s) before recording to video.
- Direct your comment(s) to "Secretary Duncan" or "Mr. Secretary."
 - o For example, "Secretary Duncan or (Mr. Duncan), I have a comment about..."
- **Audio:** place the microphone as close as possible to the person talking and try to choose a setting that is as quiet as possible.
- **Background or Staging:** choose a neutral setting and try to avoid extremely dark or bright spaces.

Parameters for video submissions continued...



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PARAMETERS FOR VIDEO SUBMISSIONS CONTINUED...

Education News Parents Can Use broadcasts in a Standard Definition, 4:3 full-screen format.

- Video submissions should be either 4:3 full screen, anamorphic (preferred 16:9 format) or letter box.
 - (In the case of the two 16:9 formats, the video should be shot to protect the 4:3 center cut, as your video will be aired 4:3 full screen – please center the camera on the person being interviewed or providing comment)
- Video can be sent on tape (BETA, DVCAM, or MiniDV), DVD (either as a playable DVD or as video files), or as a digital file uploaded to www.dropio.com/ENPCU.
- Encoding and preparing **digital files**:
 - Encode or prepare your digital videos at the highest quality your equipment is capable of up to and including 720 X 486 or 640 X 480 at 30 frames per second (fps).
- Acceptable formats are *.avi and *.mov (or any of their variety of extensions). File size should not exceed 1GB for uploaded files. If files size exceeds that, please dump file to DVD(s) and ship the disk.
 - You may add files to the “drop site” and preview files.
 - You may add notes and/or instructions about your video by sending an email to: ENPCU@drop.io
 - When you post a file or note, send a notification email to: dropio@howpix.com
 - If there are more than 20 files or 10 GB of material on the drop, you may not be able to upload your file. Please try again later when we have had a chance to clear the site.
- Address for all shipped materials (tape) is: ATTN: David Terry
U.S. Department of Education
400 Maryland Avenue, SW
Room 5E209
Washington, DC 20202
- CONTACT INFO: Provide your complete name with correct spelling; your location (city and state); a phone number where you can be reached (if we have questions about your video); and, a return address if you would like your tape returned after the broadcast.
- **Questions:** email Education.TV@ed.gov with your questions about the show and submitting comments.
- **Video submissions (including tape) should be received by Wednesday, September 2, 2009** (digital or mail).

Disclaimer: Programs produced by the U.S. Department of Education are in the public domain. Use, duplication, and distribution are free and unrestricted. By submitting video for use on *Education News*, you agree that your video submission could be edited for broadcast purposes and that the material will be in the public domain. Thank You!



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