

May 15, 2003

**CHALKWAVES BOARD**

**Chair:**

**Bob Van Maren**  
Superintendent  
Bonner  
Springs/Edwardsville

**Vice Chair:**

**Dr. Ken Southwick**  
Superintendent  
Belton School District

**Treasurer:**

**Hal Brent**  
Senior Vice President  
Commerce Bank

**Ray Daniels**

Superintendent  
Kansas City Kansas Schools

**Forrest Weddle**

Technology Consultant

**Cindy Anderson**

Associate Superintendent  
Shawnee Mission Schools

**Dan Colgan**

Superintendent  
St. Joseph Schools

**Karen Romang**

Library Media Director  
Chair, Chalkwaves EM  
Council  
Shawnee Mission Schools

**Ex-Officio Officers:**

**William T. Reed**  
President & CEO  
Kansas City Public  
Television

**Richard Hicks**

President & CEO  
Smoky Hills Public  
Television

**Candis Isberner**

General Manager  
WSIU-TV

Dear Superintendent,

As a fellow superintendent, I am forever searching for ways to trim costs. This is why I'm asking you take a few moments to consider the cost-saving value of a unique instructional video partnership between public broadcasting (Chalkwaves) and our education community.

Rather than allowing individual teachers and buildings to buy instructional videos at \$50 or \$100 with limited reach, Bonner Springs School District, along with 240 others, lease rights to an ever-refreshed collection of **approximately 2,000 instructional videos** through the Chalkwaves partnership. Chalkwaves staff consults with school media coordinators to determine our instructional video needs then negotiates terms that none of us could secure on our own -- **just \$1.75 per FTE** secures rights for every student and teacher in the district -- or by the building.

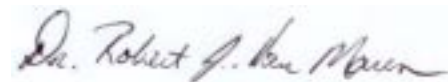
How to take possession of the complete library:

- VHS loaner library (Your librarian or media specialist borrows our tapes for duplication)
- KCPT broadcast (Schools within 40 miles of Kansas City tape library off air)
- Satellite (Tape the library from KCPT channel on satellite)
- Fast Start Plan (Take possession of entire library from third party dubber)

The Chalkwaves "evergreen" collection, composed of the best titles from across the publishing industry, is an affordable way to reach state library standards. See the Standard Collection at <http://www.chalkwaves.org>. But it's not just about economics. Targeted use of instructional video is a very powerful tool that our teachers regularly deploy to reach children with a variety of learning needs. Years of study verify this leads to **significant and measurable advances in student performance**. Examine a recent University of Georgia study at [http://www.athensacademy.org/instruct/media\\_tech/reeves0.html](http://www.athensacademy.org/instruct/media_tech/reeves0.html).

If you have questions, contact Kelley Reetzke, Chalkwaves Coordinator; toll free at (866) 584-7500 or by email at [kelly\\_reetzke@kcpt.org](mailto:kelly_reetzke@kcpt.org). To have your Chalkwaves membership activated for the 2003-2004 school year, please sign and return the enclosed documents now.

Sincerely,



Bob Van Maren  
Superintendent, Bonner Springs School District  
Chair, Chalkwaves Board of Directors