Community/Public Service Worksheet

Service Category: Educational Outreach Programs

Title: Discovering Alabama

Primary UA Contact(s):
- Doug Phillips
- Alabama Museum of Natural History

Community Partner(s) (if any):
- AL Department of Education
- AL Department of Conservation
- AL Wildlife Federation

Program Description: Discovering Alabama is the Emmy-winning public television series showcasing Alabama's natural history. The series, now in its 30th year, has completed almost 100 documentaries featuring all aspects of the state's natural diversity. Series broadcasts reach a home audience calculated at more than one million viewers and Discovering Alabama DVDs and accompanying Teacher Guides are a popular instructional resource in K-12 classrooms of every Alabama school system where they are used to support academic requirements.

Objectives/Outcomes: The main goal of Discovering Alabama is to provide public education and generate public appreciation and stewardship of Alabama's natural resources.

Assessment Measures: Outreach success is measured by public television viewer/Nielson ratings, by documented K-12 use, and by viewer mail/response.

Results: Numerous positive results include official endorsement by key state agencies, measured student academic improvement in schools using Discovering Alabama, and by national recognition via Emmy awards and other special honors for superior educational programming.

Conclusions: Teachers consistently report that Discovering Alabama is a uniquely effective learning resource. Many viewers report that Discovering Alabama is their "favorite" TV show, teaching them very much about our state.

Improvement Actions: Our limited funding is inadequate to meet public demand, satisfy teachers' requests, and meet other state needs. Our long sought "improvement" is for greater funding support.