Dear Superintendents,

I am very excited that Region One has partnered with PBS and KRGV to bring free educational content for all our educators. Please help us disseminate this information to all your teachers. The COVID-19 pandemic has taken education from the classroom to the living room, and with the amazing collaboration of PBS, KRGV and Region One we can take hundreds of hours of high quality instruction on TV to every South Texas home via TV.

Please take advantage of this opportunity. Include the instructional content provided by PBS in your daily lessons and encourage parents to use this high interest content to promote learning during this “stay at home for safety” period.

*Cornelio Gonzalez, PhD*

*Executive Director*

*Region One ESC*

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*Edinburg, Texas 78541*

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April 14, 2020

John Kittleman, Steve Taylor, Dr. Cornelio Gonzalez, ESC region 1

Your help in promoting FREE access to KEDT’s huge PBS Leaning Media distance learning platform has made a different. Thank you.   I have attached a list of the different Valley towns and the number of people who have registered as of today.   We have over 5100 teachers, students and parents registered for this platform from our Valley communities.  I think this will help your teachers.

I also attached a promotional video that instructs teachers how to signup of this FREE distance learning platform  on our website  [www.kedt.org](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.kedt.org&d=DwMFaQ&c=L93KkjKsAC98uTvC4KvQDdTDRzAeWDDRmG6S3YXllH0&r=uQI_AASX6w-CjDb-7ZsSiCogjyWaXYyIa2gVXiGMLIo&m=yk0W80uhQaoLCFDQk7irILjIN7CIC3O5wBVp2dx9K_Y&s=4qqGUuvq9NOEk3bCWTwSIlOOQFeSyJsPB_Al-qtwcU0&e=) .

You are welcome to use the promo on any communications platforms that you have access to.   Or if you want to record your own promo,  I have attached my script that you can easily modify with your people and you logos.  That is fine with me. People might respond to people they know.   We just need to get some help to South Texas teachers and students.

I appreciate your help.

Best

Don

Don Dunlap

President and General Manager

KEDT-TV/FM,  KVRT –FM

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