

April 8, 2004

TV PROGRAM TO FOCUS ON PARENTAL, COMMUNITY INVOLVEMENT

AIRS APRIL 19 to APRIL 25

Boise - The State Board of Education and the J.A. and Kathryn Albertson Foundation have teamed up to produce a 30-minute video news magazine aimed at increasing parental and community involvement in public schools.

The program, "Idaho's Gold III," highlights successful programs used throughout the state that get parents, businessmen and volunteers into the classroom. The video news magazine features a cross-section of Idaho's students and educators from across the state including: Hidden Springs Elementary in Ada County, Lewis Clark Elementary in Pocatello, Betty Keifer Elementary in Lakeland, Mountain View Alternative High School in Rathdrum, Twin Falls High School, Athol Elementary, and the Moscow School District.

"This program celebrates the good things that are happening in our public schools," said State Board of Education President Blake Hall. "Many parents and businesses throughout our state have caught the vision of how a little extra time and effort in the classroom can positively affect a child. Idaho's Gold III is a must-see for schools and parents who are searching for new and innovative ideas to stretch and solidify their volunteer programs."

"The key is to help children believe they can achieve," said A. Craig Olson, President of the J. A. and Kathryn Albertson Foundation. "We hope this video will encourage all of us - parents, family, friends, businesses and community members to get and stay involved and become knowledgeable about how we can all play a role in helping Idaho's children and Idaho's schools achieve academic excellence."

Air Dates for Idaho's Gold III include:

KREM - Serving North Idaho: The program will air on Monday, April 19, at 6:30 p.m.

KTVB - Serving Southwest Idaho: The program will air on Tuesday, April 20, at 7:30 p.m.

KTFT - Serving the Magic Valley: The program will air on Tuesday, April 20, at 7:30 p.m.

Cable channel 22 KSKN - Serving North Idaho: The program will air on Wednesday, April 21, at 10:30 p.m.

KPVI - Serving East Idaho: The program will air on Friday, April 23, at 12:30 p.m., and will be followed by a second run on Saturday, April 24, at 6 p.m.

Cable channel 28 - Serving the Treasure Valley: The program will air on Saturday, April 24, at 3:30 p.m., and again at 9 p.m. The program will also air on Sunday, April 25, at 12 p.m., and again at 4 p.m.