

# EDITORIAL PROJECTS IN EDUCATION

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## Editorial Projects in Education Announces Plans For New Web Site for Teacher-Leaders

### *New Site Will Pick Up Where Teacher Magazine Leaves Off After Two-Decade Run*

BETHESDA, Md. – May 3, 2007 – Editorial Projects in Education (EPE), the nonprofit publisher of *Education Week*, [edweek.org](http://edweek.org), and *Teacher Magazine* and the nation's leading source of education news and information, announced that it will launch a comprehensive Web site for teachers this fall.

The new site will combine a range of features intended to encourage improvements in the teaching profession and to support the efforts of teachers and teacher-leaders – those educators who regularly make a difference in the lives of their students, parents, and other teachers.

The site will present content for and about teachers from *Education Week*, [edweek.org](http://edweek.org), the EPE Research Center, and Agent K-12 – EPE's popular online job site for teachers and administrators. The site will also provide valuable resources, insight, and information on teaching from select content partners and will establish a forum to help connect teachers from across the country in a new professional network devoted to collaboration and the sharing of ideas and encouragement among teacher-leaders.

In addition to the new Web site, EPE will also publish a teacher handbook twice a year that will include a comprehensive repository of information about the teaching profession and a resource guide to highlight products, services, and other information designed to help teachers in their day-to-day work.

"Teacher-leaders are critical to the success of school-improvement efforts, and we believe that they can best be served by this new effort focused on providing practical and professional tools and content," said Virginia B. Edwards, the editor and publisher of Editorial Projects in Education. "We've seen impressive growth in our teacher audience online and expect the new site to become one of the premier online destinations for teacher-leaders nationwide."

In targeting resources and staff for the new Web site and companion publication, EPE also announced that it will discontinue publication of the award-winning *Teacher Magazine*, which will end its successful 19-year run with the May/June 2007 issue.

Nominated for multiple National Magazine Awards for "general excellence," *Teacher Magazine* has served the teaching profession with its high-quality writing, thought-provoking stories, and engaging design since 1989 and has been distributed to every public school in the United States.

Within the past year, *Teacher Magazine* was the subject of a major re-launch that included a new design and format, enhanced and expanded editorial content and features, and a robust online counterpart in a sister Web site, [teachermagazine.org](http://teachermagazine.org).

But while the Web site's popularity has surged, driven by a significant increase in visitors, advertiser interest in the new-look *Teacher Magazine* was mixed, prompting the organization to re-evaluate the effectiveness of the publication and its overall efforts to support teachers, who represent EPE's largest single audience.

"Print publishing realities have forced us to think creatively about how we fulfill our mission of serving teachers," Edwards said. "Despite every effort to make *Teacher Magazine* work, it has become clear that a traditional print magazine is not the most effective way to reach teachers with the information they need in the digital age."

"Instead, we believe the Web is the way to go, and we are enthusiastically organizing our efforts accordingly," Edwards continued. "We will start by consolidating and organizing the immense amount of information and content generated by EPE and tailoring it to the critically important work of teacher-leaders. We plan to move forward in an entrepreneurial fashion and look, for instance, to develop partnerships with other content developers and providers."

The new online service will pick up where *Teacher* leaves off by informing teachers through content documenting challenges, presenting best practices, and encouraging educators to re-examine their work and their schools. The new service will include content on instruction and professional development, resources and tools, and trends in teaching, and will ultimately allow for the creation and sharing of multimedia content generated by teachers nationwide.

The current *Teacher* channel on [edweek.org](http://edweek.org) will continue without interruption and will be updated and expanded when the new Web site makes its debut this fall.

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*Editorial Projects in Education* is the nonprofit corporation that publishes Education Week, the independent "newspaper of record" on K-12 education, and [edweek.org](http://edweek.org). More information is available at [edweek.org](http://edweek.org).