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PBS Teleconference 6/11/91 [OA 8324]

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91 JUN 9 P11:22

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(Snow/Simon)  
PBS.TS  
Draft One  
June 7, 1991  
10 a.m.

PRESIDENTIAL REMARKS: PBS TELECONFERENCE  
TUESDAY, JUNE 11, 1991  
9:30 A.M.

Thank you, Bruce, for that kind introduction, and greetings to all of you. I wish I was there with you in Orlando. Instead I'm stuck up here in Disney World North -- otherwise known as Washington. (~~additional acknowledgments, jokes~~).

I love the idea of talking with you in a teleconference. Nothing could be more appropriate. Every day, PBS transports ideas, lessons, and information from one side of this country to the other -- from big cities to small towns and back.

Some of us remember when PBS was called "Educational television." Your name has changed, of course, but your mission hasn't. Today, your 300 affiliates serve 63,000 elementary and secondary schools across the nation. (Every time I see that figure, it boggles. 63,000!) Your broadcasts reach 30 million K through 12 students.

Some of your programs sustain inquisitive adults. Others go straight to college and university campuses. (Personally, I'm looking for a good computer instruction course -- but you probably need to find a truly qualified 7-year-old to make it credible.) In the past year, enrollment -- if you want to call it that -- in your electronic <sup>college</sup> classroom has grown 20 percent.

PBS  
fact  
sheet  
see  
file

Am. 2000 p. 2  
 These and other programs fit right into our America 2000 education strategy. As you know, that strategy follows a four-track road to the future: improving today's schools; <sup>inventing</sup> building schools of the future; creating a nation of students -- young and old; and building communities where learning can happen.

We've talked a bit about how you improve today's schools -- Track One -- but there's more. Not enough people know that PBS contributes hardware to many small school districts -- and gives them the means to bring into their classrooms the finest and liveliest educational material available. I'm happy to see that you <sup>will be sending</sup> sent a satellite dish to Slanesville, West Virginia, <sup>home of</sup> Now, <sup>teacher of the year</sup> the students there can see <sup>She'll be</sup> Rae Ellen McKee <sup>ing</sup> talk to you today in just a few minutes. ~~She's our teacher of the year~~, and I think you'll agree: She deserves the honor. // <sup>award?</sup>

But you also cast your eye toward the future -- and the schools of the future. My kids tell me they used to dread it when a teacher rolled a television into the classroom because they knew they'd have to look at a black-and-white videotaped lecture from a dull teacher in a room with bad acoustics. No one makes those complaints anymore. You've changed with the times. You've developed new programming. You've pioneered new broadcasting techniques -- including closed captioning for deaf students and the Descriptive Video Service for blind students.

PBS memo from Eric Sass

Now, as we prepare to build New American Schools, you look to the heavens: Telstar 401, which will race into orbit in 1993 (we hope), will let you transmit high-definition television  
 Barry

signals -- a technology of the future -- nationwide. That certainly won't hurt when it comes to developing new audiences for your shows.

Track three -- developing a nation of students -- runs right through your studios. Barbara and I cannot thank you enough for your work in giving previously illiterate Americans the gift of reading. Project Literacy U.S. -- PLUS -- helps turn Americans submerged in the darkness of illiteracy into beaming points of light.

You offer refresher courses, practical courses, and programs that simply cause the viewer to pause, think -- and explore the universe of ideas. I can't think of any series that has done more to advance the study of American history, for instance, than Ken Burns' series "The Civil War." I'll be visiting some very special students in Delaware later today -- a group of night school students who have worked hard to gain high school diplomas. I would be shocked if they didn't owe some of their inspiration -- and education -- to you.

My point is simple: The days of the little red schoolhouse are over. We find ourselves in an era of competition -- and education, like any other vital industry, will benefit from the constant tug and pull of new ideas, new products. You push everyone in the education industry to do more, to do better. For years your efforts -- and I've talked about only a few of them -- promote respect for learning -- and an appetite for education.

As an administration, we believe deeply in education -- and in the creativity of the American people. At PBS, you promote the best of both -- and the whole nation is grateful.

Well, thanks for listening to my lecture. Now, I'd like to answer a few of your questions.

QUESTION: How do you see the role of the states -- and the organizations that serve them in education -- changing in the next century?

SUGGESTED ANSWER: State governors and legislatures -- along with local school districts -- are crucial to the success of our America 2000 strategy because they provide most of the resources. The federal government provides only seven percent of the total dollars spent. State and local provide 93 percent. At the national level, we can set goals and standards that every community, every school, and every student can try to live up to. But the states are going to be the ones who must invent a new generation of American schools -- start from scratch and figure out better ways to teach. The states will have to agree to hold themselves to higher standards -- we can't do that from Washington. But Secretary of Education Lamar Alexander and I are committed to lead, to exhort everyone to a higher standard, and to travel this country and highlight models of what works. The state role is crucial. As much as I'd like to be the Education

President, it's more important that we have 50 Education  
Governors.

QUESTION: What education initiatives have you seen in other countries that you'd like to incorporate into your education goals for the United States?

SUGGESTED ANSWER: In Japan, for instance, schools are open on Saturday and students spend a lot more days in school per year. In China, where they spend a great deal less money than we do, students are routinely learning two or three languages.

Government leaders around the world tell me that students are learning math in different ways than American youngsters -- they aren't just learning to use computers but are applying math to everyday problems, everyday situations. And in the Soviet Union, students are learning algebra in elementary school.

There is a lot to learn from other countries; but we should remember that we want to have American schools -- and countries everywhere continue to try to emulate us. Japan, for instance, is trying to introduce more creativity -- and get away from just learning by rote. And wherever we go, we're the world's grand champions in scientific research and technology.

So thanks for letting me drop in on you from about 22,000 miles in space -- by satellite, that is. And thank you for all you're doing to make America smarter.



TONY / BOB

FAX FROM: ERIC L. SASS  
Video Marketing and  
Corporate & Member Relations  
Public Broadcasting Service  
1320 Braddock Place  
Alexandria, VA 22314

phone: (703)739-5000  
fax: (703)739-0775

407-934-4000

Date Sent: 6-5-91

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Comments: \_\_\_\_\_  
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Sent by: Marty



June 6, 1991

Mr. Paul Luthringer  
Public Affairs  
The White House  
via fax (202)456-6218

Dear Paul:

Here are the various pieces for Tuesday's teleconference:

1. Page marked "A": the minute-by-minute run-down as we now see it.
2. Page marked "B": the description of the session and all the participants.
3. Pages marked "C": our latest draft of the set up and introductions of President Bush.
4. Pages marked "D": the transitions from the President's portion to the "Partnerships for Improving Education" session.

Please let me know as soon as possible if these are OK. I'm leaving for Orlando tomorrow, so as much as we can do today would be appreciated. Also, I have made telephone communication provisions for Christine Gear. Can we make the hotel reservations for her?

Paul, we really appreciate the help you and Barry have been in making this event possible.

Sincerely,

A handwritten signature in cursive script, appearing to read "Eric L. Sass".

Eric L. Sass  
Senior Vice President  
Video Marketing and  
Corporate & Member Relations

Attachments

/mac

A

PBS GENERAL SESSION WITH PRESIDENT GEORGE BUSH  
TUESDAY, JUNE 11  
9:15 A.M. - 11:15 A.M.

As of 6/4/91

*03/2/91*

9:15	Christensen	Sets up session/ introduces Capener	<i>223 yolk here...</i>
9:22	Capener	Board Recognition	<i>Prof. Davis...</i>
9:38	Christensen	Sets up President Bush Speech	
9:40	Christensen	Introduces President Bush	
9:41	President Bush	Address	
9:58	Christensen	Q&A with President Bush	
10:00	President Bush/ Christensen	Gift to Rae Ellen McKee	
10:02	Rae Ellen McKee	Thanks (from microphone in audience)	
10:03	Welch	Sets up Partnerships For Improving Education/Introduces Panel	
10:07	MacEwen	Remarks	
10:17	Welch	Transition to Courtney	
10:18	Courtney	Remarks	
10:28	Welch	Transition to Turner	
10:29	Turner	Remarks	
10:39	Welch	Sets up Q&A	
10:50	Christensen	Introduces McKee	
10:52	McKee	Remarks	
11:07	Christensen	Thanks McKee/ Closing Remarks	
11:15		Adjourn	

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Christensen = Bruce L. Christensen, President, PBS  
 Capener = Ted Capener, Chairman, PBS Board of Directors  
 Welch = Sandra Welch, Executive Vice President, Education, PBSp

**B****PBS GENERAL SESSION WITH KEYNOTE SPEAKER PRESIDENT GEORGE BUSH**

9:15 a.m. - 11:15 a.m.

Southern Hemisphere Ballroom

**RECOGNITION OF PBS BOARD MEMBERS****KEYNOTE SPEAKER PRESIDENT GEORGE BUSH**

The President speaks with us live by satellite from the White House. Education is a top administration priority. The President discusses his plans and ways in which public television can be an increasingly important element in education.

**PARTNERSHIPS FOR IMPROVING EDUCATION**

Local and national partnerships between public television and businesses are making a difference in education. They are bringing new prime time and ITV programming, ancillary materials, teacher training and other educational services to students, teachers, parents and the community. A panel discusses ways in which public television, corporate America and schools are working together to achieve the national education goals.

Ed MacEwen, Vice President, Corporate Communications, GTE  
Marshall C. Turner, Jr., Chairman, Board of Directors, CPB  
Beth Courtney, Executive Director, Louisiana Educational  
Television Authority

**1991 NATIONAL TEACHER OF THE YEAR**

Rae Ellen McKee, 1991 National Teacher of the Year, discusses, from the perspective of a teacher on the front lines, the educational challenges that face the nation.

CW

### Christensen Setup to President Bush's Speech

THANK YOU, TED. IN JUST A FEW MINUTES, PRESIDENT BUSH IS GOING TO SPEAK WITH US BY SATELLITE FROM THE WHITE HOUSE. WE SINCERELY APPRECIATE HIS TAKING TIME FROM A VERY BUSY SCHEDULE TO DO SO.

BACK IN WASHINGTON, PBS WILL FEED TO ALL PUBLIC TV STATIONS THE AUDIO AND VIDEO PORTIONS OF THE PRESIDENT'S REMARKS TO US ON ONE SATELLITE CHANNEL. THE AUDIO AND VIDEO OF US HERE IN ORLANDO WILL GO BACK TO THE WHITE HOUSE AND TO ALL STATIONS ON ANOTHER CHANNEL.

PRESIDENT BUSH, IN HIS THOUSAND POINTS OF LIGHT SPEECH, POINTED TO THE TREMENDOUS DIFFERENCE THAT AN INDIVIDUAL AND ORGANIZATIONS CAN MAKE TO HELP FELLOW AMERICANS THROUGH DEDICATION, ACHIEVEMENT AND SHEER WILLPOWER. PUBLIC TELEVISION STATIONS PROVIDE THAT KIND OF HELP TO ALL AMERICANS. BE IT WORKING TO COMBAT ILLITERACY, TRANSMITTING BY SATELLITE A PHYSICS CLASS TO RURAL SCHOOLS THAT CAN'T AFFORD ENOUGH QUALIFIED TEACHERS, OR GIVING AIRTIME TO A CRITICAL ISSUE OF LOCAL IMPORTANCE, PUBLIC TELEVISION HAS WITHIN ITS FAMILY MANY, MANY POINTS OF LIGHT. MANY OF THEM ARE HERE TODAY--THOSE OF YOU IN THIS ROOM AS WELL AS YOUR FELLOW PUBLIC TV PROFESSIONALS AND VOLUNTEERS BACK HOME.

THE PRESIDENT AND MRS. BUSH BOTH ARE STRONG SUPPORTERS OF EDUCATION AND THEY UNDERSTAND THE VALUE OF PUBLIC TELEVISION IN FOSTERING EDUCATIONAL REFORM. WE RECENTLY RECEIVED A NICE NOTE FROM MRS. BUSH THANKING PUBLIC TV FOR ALL IT DID TO HELP AMERICA'S CHILDREN COPE WITH THE GULF WAR. AND PRESIDENT BUSH'S WILLINGNESS TO SPEAK TO US TODAY SHOULD SERVE NOT ONLY AS A RECOGNITION FOR THE WORK WE DO, BUT AS ENCOURAGEMENT TO CONTINUE REFINING AND EXPANDING OUR SERVICES TO THE EDUCATION COMMUNITY AND TO ALL AMERICANS.

THE PAST TWO FEDERAL BUDGETS HAVE REFLECTED A VERY POSITIVE ATTITUDE TOWARD PUBLIC TELEVISION. AND FOR THAT TOO, WE THANK THE PRESIDENT. FEDERAL SUPPORT IS A CRITICAL PART OF PUBLIC TV FUNDING. WE ALSO APPRECIATE THE GROWING INTEREST BY THE DEPARTMENT OF EDUCATION IN USING THE TECHNOLOGY OF WHICH PUBLIC TELEVISION HAS BEEN THE INDUSTRY LEADER. WE LOOK FORWARD TO WORKING WITH SECRETARY ALEXANDER IN THE GOALS THE PRESIDENT HAS SET FORTH FOR AMERICA.

### Introduction To President Bush

PRESIDENT BUSH, THANK YOU FOR YOUR SUPPORT. ON BEHALF OF THE MORE THAN 300 PBS MEMBER STATIONS ACROSS THE COUNTRY, I'D LIKE TO THANK YOU FOR THE POWERFUL PUSH FORWARD YOU HAVE GIVEN TO EDUCATION IN THIS COUNTRY AND THE VOTE OF CONFIDENCE YOU'VE GIVEN TO PUBLIC TELEVISION TO BE A MAJOR PART OF THAT PUSH. EDUCATION IS AT THE HEART OF WHAT WE IN PUBLIC TELEVISION DO AND WE'RE PROUD TO WORK WITH AN EDUCATION PRESIDENT TO HELP AMERICA'S STUDENTS, PARENTS AND EDUCATORS MAKE OUR EDUCATION SYSTEM THE BEST IN THE WORLD. WE KNOW YOU'RE BUSY AND APPRECIATE YOUR TAKING THE TIME THIS MORNING

C (2)

TO TALK WITH US AND EVEN TO TAKE A FEW QUESTIONS AFTERWARD. PLEASE CONVEY TO MRS. BUSH OUR APPRECIATION FOR EVERYTHING SHE TOO HAS DONE FOR EDUCATION AND FOR PUBLIC TELEVISION.

LADIES AND GENTLEMEN, IT IS MY GREAT PLEASURE TO INTRODUCE TO YOU A FRIEND AND SUPPORTER OF PUBLIC TELEVISION, THE PRESIDENT OF THE UNITED STATES, GEORGE BUSH.

DW  
10:03 A.M.

SANDRA WELCH: SET UP FOR "PARTNERSHIPS FOR IMPROVING EDUCATION"

I know you join me in applauding President Bush's America 2000 Plan. Like the goals we set for learners of all ages, President Bush's National Education Goals are high -- but not out of reach!

I'm proud to say that public television is uniquely positioned to help the President achieve the goals of the America 2000 Plan -- and help the U.S. become a nation of learners. We have the expertise and the experience to serve as the telecommunications highway for the implementation of America 2000. The opportunity and challenge have been presented to us. Are we ready to pick up the gauntlet and help rescue America's schools from the throes of mediocrity? I think we are!

We're not alone in accepting this challenge. As you know, a key player in the America 2000 plan is business. Public television stations have always had a strong ally in the nation's businesses. In fact, public television is already working in partnership with corporate America to improve education. Those partnerships have taken many forms for many different purposes at the national level and at your stations. But the goal has always been the same--to make a difference in education.

In the next half hour, you will hear a distinguished panel talk about Public Television-Business Partnerships. The three members of the panel will provide us with the education perspectives of a major corporation, a national public television organization, and a state network. Their experiences and insights provide excellent examples of how American 2000 can lead a renewed commitment to the nation's learners.

It is my pleasure to introduce the members of the panel:

Edward C. MacEwan is Vice President, Corporate Communications for GTE. He is responsible for external communications, advertising, and corporate social responsibility, including community affairs and the administration of the GTE Foundation, of which he is President. The GTE Foundation's priority in underwriting PBS programming is to promote science education in this country. Among the PBS series that have been supported by GTE are DISCOVER THE WORLD OF SCIENCE and SCIENTIFIC AMERICAN FRONTIERS, both of which had extensive print materials for school use. GTE recently announced a five year, \$11 million dollar continuing commitment to SCIENTIFIC AMERICAN FRONTIERS.

Beth Courtney is Executive Director of Louisiana Public Broadcasting. She currently serves on the boards of both PBS and SERC and chairs the Board of SECA. Louisiana Public Broadcasting serves most of the state's population with a variety of educational services, including instructional television, GED programming and college-credit courses. It also offers satellite

D(2)

courses in a variety of subjects to the statewide SERC network of 82 downlink sites. Along the way, Ms. Courtney has helped/develop and encourage numerous award-winning educational productions including Ken Burns' historic documentary on HUEY LONG, and two ITV series: THE POWER OF ALGEBRA and THE ABC'S OF FRENCH AND SPANISH.

Marshall Turner is Chairman, CPB Board of Directors. One of Mr. Turner's top priorities as Chairman is building public broadcasting's contribution to education. His long-term interest in education has included service as an elected trustee and chairman of his local school district during a period of extensive management and curriculum renewal. He is former chairman of the board of station KQED-TV San Francisco. Mr. Turner is a general partner of Taylor & Turner, Ltd., a San Francisco-based venture capital investment partnership.

Thank you all for speaking to us today. Let's begin with Ed MacEwen who will address the questions: Why do corporations see education as good business? and Why is PTV a valuable partner in addressing the needs of education?

Thank you, Ed. Now Marshall Turner will tell us about CPB's educational initiatives. He'll also give us his vision for the role of public broadcasting in addressing the nation's critical education needs.

Thank you, Marshall. Beth Courtney is here to describe Louisiana Public Broadcasting's own experiences in working with business to improve education. She'll also discuss some of the opportunities she sees for other stations.

We've heard about some wonderful examples of business, educational, and public television partnerships. Now its your turn to talk back to our distinguished panelists! We only have about 10 minutes, so please phrase your statements as brief questions. Who would like to be first?



To: **Paul Luthringer, Public Affairs, The White House** **Memorandum**  
 From: **Eric L. Sass, Senior Vice President**  
 Date: **May 30, 1991**  
 Re: **TALKING POINTS FOR PRESIDENT BUSH ON PUBLIC TV AND  
 EDUCATION: FOR HIS SPEECH TO THE 1991 PBS ANNUAL  
 MEETING, VIA SATELLITE, JUNE 11**

AMERICA 2000, President Bush's strategy for education, outlines his plan to move the nation forward in achieving educational excellence. Public television is well positioned to make a difference in nearly all areas outlined by AMERICA 2000. Public TV stations, regional networks, PBS and the Corporation for Public Broadcasting, have joined together this past year to work with education and business to address the President's and Governors' education goals. Specific public TV education targets include preschool, new training for teachers and providing additional public awareness of education needs.

- o Public TV is the American public's television network, serving viewers in the home, the school and in the workplace
- o Public TV is community based--the only organization of its kind in America.
- o Public TV provides services based solely on the quality, value and need of those services--not on potential advertising revenue.
- o Public TV uses the latest technologies to serve the isolated, underserved and underprivileged. Some examples:
  - Closed Captioning for the deaf
  - Descriptive Video Service for the blind
  - VSAT technology--to reach rural schools via satellite
- o Public TV targets the priorities of the national education goals--especially in math and science.

The following lists Mr. Bush's themes and brief explanations of ways in which public television is helping to achieve goals outlined in those themes.

**Theme: TRANSFORMING AMERICA INTO A NATION OF STUDENTS**  
 Public television provides lifelong learning opportunities for students of all ages. These include: preschool (for example, interactive Sesame Street video disk for children as well as training courses for early childhood professionals), K-12 programming, college telecourses (provided by the PBS Adult

Learning Service which is celebrating its 10th Anniversary and will soon enroll its two-millionth student), worksite training (the Business Channel) and GED ON TV (literacy).

PBS is the telecommunications industry leader in education. Often, local stations provide telecourses in subjects like math and science to rural schools that cannot afford to hire enough qualified teachers in those subjects. If the President were to cite an example of programming being used effectively in education, THE CIVIL WAR would be a good choice since it was viewed by a large general audience, had classroom curricular materials, was offered as a college credit telecourse, is available on videocassette, and is being reformatted into a videodisc.

In AMERICA 2000, President Bush challenges adult Americans to "go back to school" and make this a "nation of students." Millions of students--in the classroom, at home and in the workplace--"Go back to school with PBS."

**Theme: MAKING OUR COMMUNITIES PLACES WHERE LEARNING WILL HAPPEN**

Public television is local television, a partner in the community's educational efforts. Communities place a high educational value on the local public TV station in much the same way as they value a public library or community college. Last year, for example, a record five million people gave to their local public TV station.

Project Literacy U.S. (PLUS) is a good example of how public TV formed and nurtured local alliances of community organizations to combat adult illiteracy in local communities -- efforts that have been sustained over a long period of time.

Another focus of Mr. Bush in his education goals is learning readiness and getting the family involved in supporting and taking more responsibility for their children's learning. Certainly no one has done more to help children start school ready to learn public TV with such programs as SESAME STREET, MR. ROGERS and READING RAINBOW.

**Theme: CREATING A NEW GENERATION OF AMERICAN SCHOOLS FOR TOMORROW'S STUDENTS**

Public TV has led the way in the development of many educational technologies. For example, it developed closed-captioning for the deaf, Descriptive Video Service for the blind (in which a narrative soundtrack describes the action on the screen) and "distance learning" (reaching students in rural areas via satellite).

During 1993, PBS will open more than two dozen electronic  
media and radio pathways, by satellite, through which it can  
greatly enhance its ability to provide educational materials  
to schools, the home and the workplace.

We're very pleased that the Bush Administration has supported  
full funding for replacement of public TV's satellite system.  
The new system will be a state-of-the-art delivery system for  
the general audience and educational programming into the 21st  
Century. It will allow for greater use of interactive  
technology as well as such innovations as digital compression  
(compressing the transmission signal to make room on the  
satellite for its use by more educational institutions).  
Ku-Band equipment on the new satellite Telstar 401 will enable  
educational institutions to use smaller and less expensive  
receiving equipment. Telstar 401 will be ready for launch in  
1993.

**Possible remarks:**

"I'm told that America is a world leader in its use of  
technology for education. Many of you in public television  
have played a major part in that development. You stations are  
already doing a major job in providing services to  
pre-schoolers, and TV lessons and interactive teaching to  
schools all over the country. I understand that you are also  
reaching many thousands of adults with college courses,  
business training and even GED courses. I applaud you for  
these fine efforts and challenge you to continue to expand the  
work you do."

"I have asked our Education Secretary Lamar Alexander, along  
with Undersecretary David Kearnes to help with this education  
crusade--and it is a crusade. We encourage all our business  
and education leaders and all of you to work together to help  
us to meet our educational goals. To this end we have proposed  
our America 2000 campaign plan."

"I know that Secretary Alexander would welcome the opportunity  
to work closely with you and the business and education  
leadership in your communities to use your telecommunications  
expertise to serve even more Americans with better education.  
I urge you to stay closely in touch with Secretary Alexander  
and work together to get on with this important task."

PBS Proposal:

That public television become a key player and take the leadership role in the use of educational technology for the 535 schools proposed under America 2000.

*Competition:  
Whites?  
VCR?*

We would be pleased to have Mr. Bush announce at the 1991 PBS Annual Meeting that public TV should become a key player and take the leadership role in the use of educational technology for the 535 schools. In many ways, public TV already is doing the job. For nearly four decades, public television has been the telecommunications industry leader in educational technology.

Public TV can match each of the 535 schools with a local public TV station, a college or university--and many of them with a local or national business--to form strong, effective partnerships to enhance the power of the schools to teach.

Public television is used in schools at all educational levels:

- o virtually every school district--14,700 districts
- o four out of five schools--64,000 schools
- o two out of every three teachers use public TV services --1.5 million teachers
- o three out of four students--29 million students
- o thousands of students reached by interactive instruction through the Satellite Educational Resources Consortium (SERC)
- o more than 300 stations offer PBS Adult Learning Service (ALS) courses
- o 1.5 million college students enrolled in ALS courses since 1981. Includes more than half of the nation's colleges and universities.

**America's teachers vote public TV  
The No. 1 provider of television instruction.**

In a recent survey commissioned by the Arts & Entertainment cable network, PBS was cited by 56 percent of participating educators as the source for the highest quality educational programming. A&E followed with 16 percent of the vote, The Discovery Channel 15 percent and CNN 12 percent. Another survey, commission by The Discovery Channel only confirmed the high regard teachers place in PBS programming. It said that teachers turn most often to PBS for the best in educational programming.

All across America, public television is working in partnerships with states, school systems, colleges, universities, educational associations and businesses to help educators do their jobs better.

Increasingly, the partnerships span numerous states or even the whole nation. Many public TV stations themselves are operated by educational institutions and three-quarters of the stations air daytime instructional programs in cooperation with schools.

Public TV educational services include the full range of educational technologies: interactive videodisks and taped courses that bring math and science to life for students in grades K-12 as well for adults who are trying to earn college credit while balancing the responsibilities of home and work.

And, of course, as the telecommunications industry leader in educational services, it is also the leader in satellite transmission of those education services. Public TV's new satellite, *Telstar 401*, is scheduled for launch in 1993. In addition to carrying public TV general audience and educational programming, it is expected to be utilized primarily by educational organizations from across the nation who eagerly anticipate its availability for their use in distributing educational materials.

PBS is the first TV network to distribute its full program schedule via satellite. Today, public TV continues to lead the way in transmission technology to the education community. For example, it brings some of America's best teachers to some of America's poorest schools. Many of America's schools are small and rely on weak tax bases, which limits available courses--especially math and science. They simply cannot afford to hire enough qualified teachers. Public television brings the best teachers, in interactive classes via satellite, to even the smallest schools.

In Kentucky alone, for example, the Satellite Educational Resources Consortium (SERC), a multi-state partnership of state departments of education and public TV in 23 states, has installed interactive equipment in 152 schools. Another satellite system, Ag\*Sat, has been helping farmers, agribusinesses and land-grant universities share college-credit instruction, extension courses and research seminars to maintain America's leadership in agriculture. Public TV stations also provide satellite videoconferences to help teachers further develop their professional skills. Through "The Business Channel," public TV provides an array of widely used videoconferences for the workplace in a wide range of topics ranging from current legislation to new management developments to personnel matters.

When PBS shifts its services to the new satellite, TELSTAR 401, in July 1993, it also will shift most of its services from C-band to Ku-band transponders and earth-based receivers. The change will allow the nation's public television stations and educational institutions to receive the PBS signal more effectively and better utilize the latest advancements in technology. The greater ease of locating smaller Ku-band antennas, and their reduced cost, make the technology particularly suited to serving the education community.

Very Small Aperture Terminal (VSAT) technology, essential for cost-effective and live interactive voice and data exchange, is practical only in Ku-band. The next important satellite project milestone for public TV will be the preparation of technical specifications for incorporating digital compression (the ability to compress transmission signals to allow a satellite to carry more signals) and a VSAT network for the public broadcasting distribution system. Digital compression, combined with VSAT equipment, will allow public television to provide substantially more nationwide interactive educational services, which will maintain the public television position at the forefront of educational telecommunications.

**PRESIDENT BUSH REMARKS ON WEST VIRGINIA PUBLIC BROADCASTING  
AUTHORITY/PBS PRESENTATION OF SATELLITE DISH TO SCHOOL OF  
TEACHER OF THE YEAR RAE ELLEN MCKEE**

BRUCE CHRISTENSEN HAS ASKED ME TO MAKE AN ANNOUNCEMENT THAT IN HONOR OF RAE ELLEN MCKEE'S BEING CHOSEN AS TEACHER OF THE YEAR, WEST VIRGINIA PUBLIC BROADCASTING AUTHORITY AND PBS WILL PROVIDE TO HER SCHOOL IN WEST VIRGINIA A SATELLITE DISH TO RECEIVE THE FULL RANGE OF PUBLIC TV EDUCATIONAL PROGRAMMING.

THIS GENEROUS GIFT WILL ENABLE SLANESVILLE ELEMENTARY SCHOOL NOT ONLY TO RECEIVE PBS'S EXCELLENT GENERAL AUDIENCE PROGRAMMING BUT A FULL SLATE OF EDUCATIONAL PROGRAMMING AS WELL.

THIS GIFT DEMONSTRATES JUST HOW CRITICAL PUBLIC TELEVISION IS TO AMERICAN EDUCATION. IT'S A GOOD OPPORTUNITY TO DEMONSTRATE TO THE REST OF THE COUNTRY HOW THE PARTNERSHIP BETWEEN A LOCAL COMMUNITY, ITS EDUCATIONAL INSTITUTIONS AND ITS PUBLIC TV STATION CAN STRIKE A FIRE UNDER JUST THE RIGHT BURNER AND GET EDUCATION COOKING IN AREAS THAT ARE SHORT ON MATERIALS. LET'S SHOW AMERICA--AND THE WORLD--HOW WE CAN MUSTER THE EDUCATIONAL RESOURCES OF PUBLIC TELEVISION TO IMPROVE EDUCATION. EACH OF YOU, AT YOUR STATIONS BACK HOME, SHOULD BE PROUD OF THE WORK YOU'RE DOING TO HELP OUR EDUCATORS TEACH AMERICANS OF ALL AGES AND TO KEEP A FIRE UNDER THE COMMUNITY SPIRIT THAT IS THE HALLMARK OF OUR GREAT COUNTRY. KEEP UP THE GOOD WORK.

CONGRATULATIONS TO RAE ELLEN AND ALL OF THE FACULTY AND STUDENTS AND SLANESVILLE AND THANK YOU TO WEST VIRGINIA PUBLIC BROADCASTING AUTHORITY AND PBS FOR ITS GENEROSITY.

**The Educational Power of Public Television**  
**-- At A Glance --**

**Kindergarten through 12th Grade**

- 63,000 schools served throughout the United States
- 30 million students reached
- 1.5 million teachers use public TV education services
- 1,500 individual instructional programs, including math and science, distributed annually via satellite
- 300 programs in reading and language arts alone

**Higher Education**

- 1.5 million adults earned college credit since 1981
- 2/3 of America's 3,000 colleges use PBS telecourses
- 1,000 hours of telecourses delivered each year
- 265,000 students enrolled for college credit 1989-90
- 20% increase in 1990 enrollment over 1989

**Distance Learning** (linking teachers, students via satellite)

- 5,400 high school students in 23 states take advanced math, science or foreign language courses through SERC
- 10 SERC courses include probability & statistics, discrete mathematics, honors world geography, Russian, and Japanese

**Prime Time**

- 100 million Americans informed by public TV each week
- 20 series with related teacher/student materials will be offered this spring including:
  - "Quest for Education," March 31, 10 p.m.
  - "America's Schools: Who Gives A Damn?," April 1&2, 10 p.m.
  - "The Shape of the World," April 1, 8 p.m.
  - "The Astronomers," April 1, 8 p.m.

**Specialized Services**

- **Daycare** - 10,000 videocassettes developed by South Carolina ETV provided to train childcare professionals
- **Agriculture** - 33 affiliated land-grant colleges used Ag\*Sat, operated by Nebraska ETV, to reach thousands involved in agribusiness nationwide in the network's first two months
- **Business** - 400+ businesses, small to Fortune 500, use The Business Channel's video-based training operated by PBS
- **Healthcare** - 500+ hospitals use interactive videoconferences from PBS to keep professional staff current on medical issues



**OFFICE OF THE SECRETARY**  
U. S. DEPARTMENT OF EDUCATION  
400 Maryland Avenue, S.W.  
Suite 4181  
Washington, D.C. 20202

JUN 6 PG: 46

Telephone: (202) 401-3000

Fax Number: (202) 401-0596

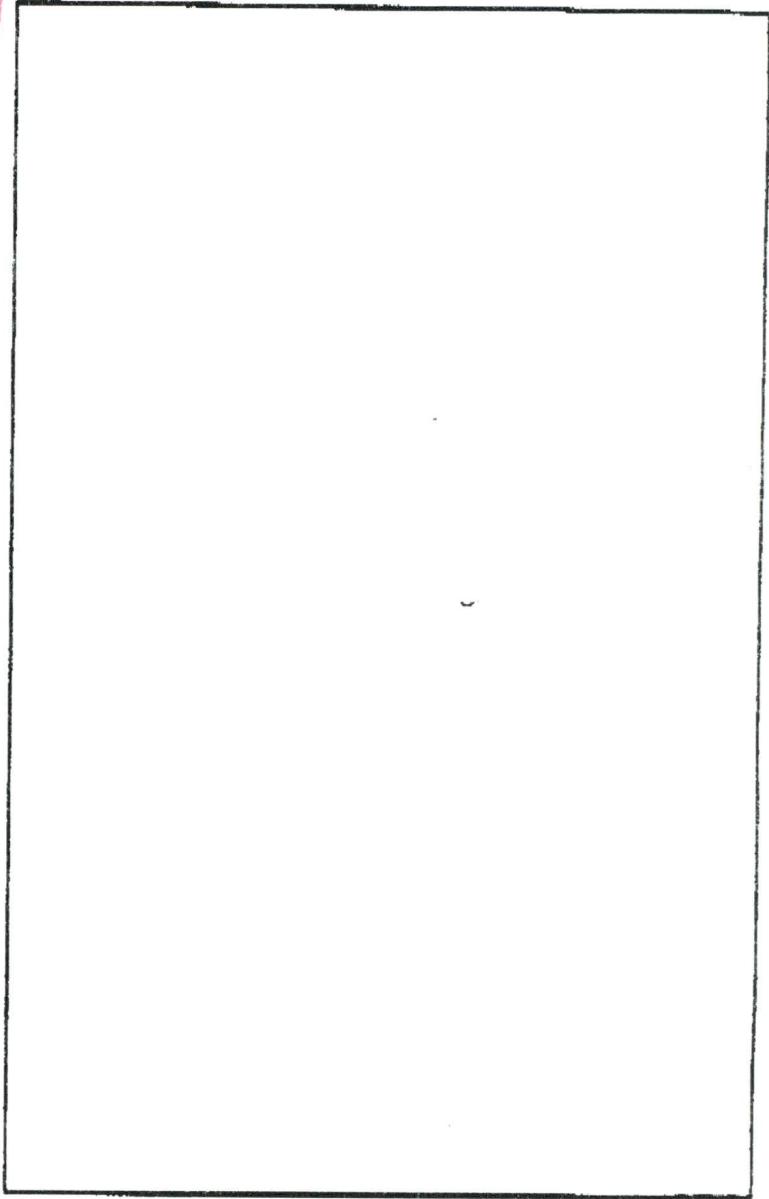
**FAX COVER SHEET**

**MESSAGE**

TO: Bob Simon

FAX NUMBER: 456-6218

FROM: Leslie Arst



JUNE 6, 1991

MEMORANDUM FOR BOB SIMON

FROM: LESLYE A. ARSHT

RE: ANSWER FOR TELECONFERENCE

PBS -- PROPOSED QUESTION FOR PRESIDENT BUSH TELECONFERENCE:

Q: What have you seen in other countries' education system or practices that you think should be adopted here?

A: In Japan, (or when I was in Japan) I noticed that schools are open on Saturday and that students spend alot more days in school per year. In China, where they spend a great deal less money than we do, students are routinely learning two or three languages. Government leaders around the world tell me that students are learning math in different ways than American youngsters -- they aren't just learning to use computers but are applying math to everyday problems, everyday situations. And, in the Soviet Union students are learning alegbra in elementary school.

There is a lot to learn from other countries; but, we should remember that we want to have American schools --- and countries around the world continue to try to emulate us. Japan, for instance, is trying to introduce more creativity and individuality into their classrooms. And, wherever we go, we're the worlds' grand champions in scientific research and technology.



June 7, 1991

MEMORANDUM FOR TONY SNOW

FROM: BOB SIMON

SUBJECT: PBS

Joke: I wish I was there with you in Orlando. Instead I'm stuck up here in Disney World North -- otherwise known as Washington.

One of the mottos at EPCOT Center -- that wonderful showplace of the future -- is "If we can dream it, we can do it."

9:00 Mon.

(Snow/Simon)  
PBS.TS  
Draft One  
June 7, 1991  
10 a.m.

PRESIDENTIAL REMARKS: PBS TELECONFERENCE  
TUESDAY, JUNE 11, 1991  
9:30 A.M.

Thank you, Bruce, for that kind introduction, and greetings to all of you. I wish I was there with you in Orlando. Instead I'm stuck up here in Disney World North -- otherwise known as Washington. (additional acknowledgments, jokes).

I love the idea of talking with you in a teleconference. Nothing could be more appropriate. Every day, PBS transports ideas, lessons, and information from one side of this country to the other -- from big cities to small towns and back.

Some of us remember when PBS was called "Educational television." Your name has changed, of course, but your mission hasn't. Today, your 300 affiliates serve 63,000 elementary and secondary schools across the nation. (Every time I see that figure, it boggles. 63,000!) Your broadcasts reach 30 million K through 12 students.

Some of your programs sustain inquisitive adults. Others go straight to college and university campuses. (Personally, I'm looking for a good computer instruction course -- but you probably need to find a truly qualified 7-year-old to make it credible.) In the past year, enrollment -- if you want to call it that -- in your electronic classroom has grown 20 percent.

These and other programs fit right into our America 2000 education strategy. As you know, that strategy follows a four-track road to the future: improving today's schools; building schools of the future; creating a nation of students -- young and old; and building communities where learning can happen.

We've talked a bit about how you improve today's schools -- Track One -- but there's more. Not enough people know that PBS contributes hardware to many small school districts -- and gives them the means to bring into their classrooms the finest and liveliest educational material available. I'm happy to see that you sent a satellite dish to Slanesville, West Virginia. Now, the students there can see Rae Ellen McKee talk to you today in just a few minutes. She's our teacher of the year, and I think you'll agree: She deserves the honor.//

But you also cast your eye toward the future -- and the schools of the future. My kids tell me they used to dread it when a teacher rolled a television into the classroom because they knew they'd have to look at a black-and-white videotaped lecture from a dull teacher in a room with bad acoustics. No one makes those complaints anymore. You've changed with the times. You've developed new programming. You've pioneered new broadcasting techniques -- including closed captioning for deaf students and the Descriptive Video Service for blind students.

Now, as we prepare to build New American Schools, you look to the heavens: Telstar 401, which will race into orbit in 1993 (we hope), will let you transmit high-definition television

signals -- a technology of the future -- nationwide. That certainly won't hurt when it comes to developing new audiences for your shows.

Track three -- developing a nation of students -- runs right through your studios. Barbara and I cannot thank you enough for your work in giving previously illiterate Americans the gift of reading. Project Literacy U.S. -- PLUS -- helps turn Americans submerged in the darkness of illiteracy into beaming points of light.

You offer refresher courses, practical courses, and programs that simply cause the viewer to pause, think -- and explore the universe of ideas. I can't think of any series that has done more to advance the study of American history, for instance, than Ken Burns' series "The Civil War." I'll be visiting some very special students in Delaware later today -- a group of night school students who have worked hard to gain high school diplomas. I would be shocked if they didn't owe some of their inspiration -- and education -- to you.

My point is simple: The days of the little red schoolhouse are over. We find ourselves in an era of competition -- and education, like any other vital industry, will benefit from the constant tug and pull of new ideas, new products. You push everyone in the education industry to do more, to do better. For years your efforts -- and I've talked about only a few of them -- promote respect for learning -- and an appetite for education.

As an administration, we believe deeply in education -- and in the creativity of the American people. At PBS, you promote the best of both -- and the whole nation is grateful.

Well, thanks for listening to my lecture. Now, I'd like to answer a few of your questions.

QUESTION: How do you see the role of the states -- and the organizations that serve them in education -- changing in the next century?

SUGGESTED ANSWER: State governors and legislatures -- along with local school districts -- are crucial to the success of our America 2000 strategy because they provide most of the resources. The federal government provides only seven percent of the total dollars spent. State and local provide 93 percent. At the national level, we can set goals and standards that every community, every school, and every student can try to live up to. But the states are going to be the ones who must invent a new generation of American schools -- start from scratch and figure out better ways to teach. The states will have to agree to hold themselves to higher standards -- we can't do that from Washington. But Secretary of Education Lamar Alexander and I are committed to lead, to exhort everyone to a higher standard, and to travel this country and highlight models of what works. The state role is crucial. As much as I'd like to be the Education

President, it's more important that we have 50 Education Governors.

QUESTION: What education initiatives have you seen in other countries that you'd like to incorporate into your education goals for the United States?

SUGGESTED ANSWER: In Japan, for instance, schools are open on Saturday and students spend a lot more days in school per year. In China, where they spend a great deal less money than we do, students are routinely learning two or three languages. Government leaders around the world tell me that students are learning math in different ways than American youngsters -- they aren't just learning to use computers but are applying math to everyday problems, everyday situations. And in the Soviet Union, students are learning algebra in elementary school.

There is a lot to learn from other countries; but we should remember that we want to have American schools -- and countries everywhere continue to try to emulate us. Japan, for instance, is trying to introduce more creativity -- and get away from just learning by rote. And wherever we go, we're the world's grand champions in scientific research and technology.

(Snow/Simon)  
PBS.TS  
Draft One  
June 6, 1991  
11 p.m.

PRESIDENTIAL REMARKS: PBS TELECONFERENCE  
JUNE 11, 1991  
9:41 A.M.

Thank you, Bruce, for that kind introduction, and greetings to all of you. (additional acknowledgments, jokes).

I love the idea of talking with a PBS conference by means of a teleconference. Nothing could be more appropriate. Every day, PBS transports ideas, lessons, and information from one side of this country to the other -- from big cities to small towns and back. You shouldn't worry about whether you will continue to conduct that mission in years to come -- but how.

Some of us remember when PBS was called simply, "Educational television." Your name has changed, of course, but your mission hasn't. Today, your 300 affiliates serve 63,000 elementary and secondary schools across the nation. (Every time I see that figure, it boggles. 63,000!) Your broadcasts reach 30 million students in K through 12 education.

Your classes reach inquisitive adults at home. Others go straight to college and university campuses. (Personally, I'm looking for a good computer instruction course -- but you probably need to find a truly qualified 7-year-old to make it credible.) In the past year, enrollment -- if you want to call it that -- in your electronic classroom has grown 20 percent.

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We've talked a bit about how you improve today's schools -- track One -- but there's more. Not enough people know that PBS contributes hardware to many small school districts -- and gives them the means to bring into their classrooms the finest and liveliest educational material that PBS can produce. I'm happy to see that you have arranged to provide satellite downlinks in Slanesville, West Virginia, so the students at that wonderful school -- I was there just last month; it's a remarkable place -- so those students can see Rae Ellen McKee talk to you in just a few minutes. She's our teacher of the year, and I think you'll agree: She deserves the honor.//

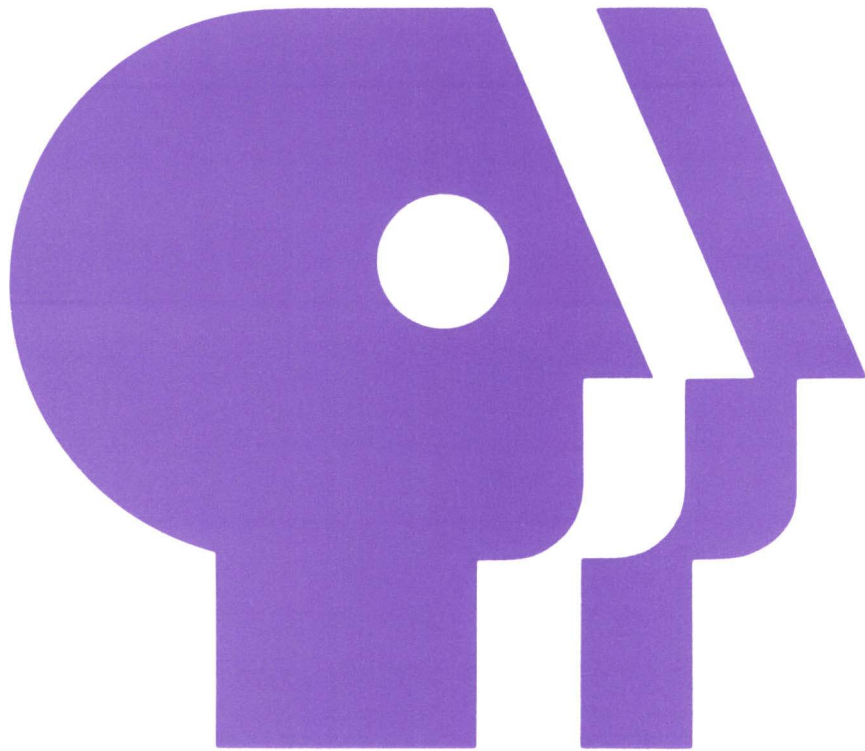
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Now, as we prepare to build New American Schools, you look to the heavens: Telstar 401, which will race into orbit in 1993 (we hope), will give you the ability to transmit high-definition television signals -- will let you take advantage of the latest and most vivid television technologies. And that certainly won't hurt when it comes to developing new audiences for your shows.

Track three -- developing a nation of students -- runs right through your studios. Barbara and I cannot thank you enough for your work in giving previously illiterate Americans the gift of reading. Project Literacy U.S. -- PLUS -- helps turn Americans submerged in the darkness of illiteracy into beaming points of light.

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# FACTS ABOUT PBS

February 1991

1320 Braddock Place Alexandria, VA 22314  
1790 Broadway New York, NY 10019  
3171 Los Feliz Blvd. Suite 203 Los Angeles, CA 90039

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January 1991

# PBS: An Overview

## The Public Broadcasting Service

- ❑ A private, nonprofit corporation whose members are the nation's public TV stations.
- ❑ Founded in 1969.
- ❑ Operates American broadcast television's first (1978) satellite program distribution system.
- ❑ Provides quality TV programming and related services to 341 noncommercial stations serving the United States, Puerto Rico, the Virgin Islands, Guam and Samoa.
- ❑ 174 noncommercial, educational licensees operate these 341 stations.
- ❑ Of the 174 licensees, 85 (49%) are community organizations, 55 (32%) are colleges or universities, 23 (13%) are state authorities and 11 (6%) are local educational or municipal authorities.
- ❑ The approximately 330 staff members in Alexandria, Virginia, New York City and Los Angeles direct program acquisition and scheduling, education services, video marketing, advertising and promotion, audience research, broadcast and technical operations, development and revenue-producing activities, and engineering and technology development.
- ❑ PBS helped pave the way and continues to be the leader in quality children's, cultural, educational, nature, news, public affairs, science and skills programming. PBS is "TV Worth Watching."

- ❑ In a partnership with public TV stations and more than 1,800 colleges and universities nationwide, a PBS-coordinated service provides college-credit TV courses to more than 265,000 students each year. Public television also provides outstanding instructional programs and materials for classroom use in grades K-12.

## How Is PBS Governed?

- ❑ PBS has a 35-member board of directors consisting of 17 lay representatives from stations' governing boards, 13 professional representatives from station management, four general directors and the PBS president.
- ❑ Officers of the board of directors are Ted R. Capener (vice president for university relations, University of Utah, Salt Lake City, Utah, representing KUED Salt Lake City), chairman, and Robert E. James (president, Carver State Bank, Savannah, Georgia, representing Georgia Public Telecommunications Commission) and Robert F. Larson (president and general manager, WTVS Detroit, Michigan), vice chairmen.
- ❑ Bruce L. Christensen is the president of PBS. Prior to his appointment in May 1984, he was president of the National Association of Public Television Stations (NAPTS).

# PBS Activities

## PBS Programming

- **National Program Service (NPS)**—quality children's, cultural, educational, news and public affairs, science and nature, fundraising, and skills programs.
- **Adult Learning Service**—a partnership, involving public television stations and more than 1,800 colleges and universities, offering college-credit TV courses to more than 265,000 students each academic year. Since fall 1981, over 1.5 million students have participated in ALS-distributed courses. See also pp. 16-17.
- **Elementary/Secondary Service**—provides quality instructional programs and related materials for classroom use in grades K-12; live, interactive programs for students; professional development programs for teachers, administrators and other education professionals; national leadership and advocacy for the effective use of television and other learning technologies in elementary and secondary schools. See also pp. 18-20.

Programs are obtained from public TV stations, independent producers, TV systems and program distributors from around the world, and other sources. (PBS itself does not produce programs.)

## PBS Enterprises and National Datacast

- **PBS ENTERPRISES, Inc.**, a wholly owned, for-profit subsidiary of PBS, develops goods and services in areas of new technology to generate income for PBS and its member stations.
- **NATIONAL DATACAST, Inc.**, a subsidiary of PBS ENTERPRISES, uses technology developed by PBS for high-speed data delivery in an unused portion of the broadcast signal known as the vertical blanking interval (VBI). The point-to-multipoint service offers nationwide coverage and instantaneous delivery of

computer data, graphics, text, faxes, credit information, TV listings, financial data and interactive television to homes and businesses.

## PBS Video Marketing

- **PBS VIDEO**—videocassette sale, rental and licensing of over 2,000 PBS and public television programs to schools, colleges, libraries, hospitals and other institutions for educational and informational uses. Publishes an annual resource catalog for libraries that includes 750 videocassettes at reduced prices, and a bi-monthly newsletter.
- **PBS Home Video**—an initiative to sell videocassettes of public TV programs to home viewers through retail stores, home video stores and mail/telephone ordering. In 1990, PBS signed a contract with Pacific Arts Corporation of Beverly Hills to help create a PBS Home Video label for the retail marketing of programs and direct sales to members and viewers through local public TV stations. Titles include: "Amazing Grace with Bill Moyers"; NATURE: "The Volcano Watchers"; THIS OLD HOUSE: "Creating a New Kitchen" (parts I and II); "Loving Relationships With Leo Buscaglia"; "The Creation of the Universe"; "My Heart, Your Heart"; "We Shall Overcome"; A WALK THROUGH THE TWENTIETH CENTURY WITH BILL MOYERS: "The Democrat and the Dictator"; NEWTON'S APPLE: "Dinosaurs and Sharks", "A Kids-Eye View Into the World of Science"; WALL STREET WEEK WITH LOUIS RUKEYSER: "Stocks, Bonds, Gold and Collectibles"; THE FRUGAL GOURMET: "Colonial Christmas"; AMERICAN PLAYHOUSE: "Zora Is My Name"; THE ASTRONOMERS; NATURE: "Hawaii", "Rainforest"; THE MACNEIL/LEHRER NEWSHOUR'S 15th anniversary retrospective; AMERICAN PATCHWORK: "Cajun Country".

# PBS Activities (continued)

## Technology Initiatives

- **PBS Engineering** researches and develops technical systems for PBS and its member stations. Past accomplishments include: American broadcast television's first satellite program distribution system; development of the system to close-caption programs for the hearing-impaired; utilization of the TV signal's vertical blanking interval for message delivery, data transmission and other ancillary uses; development of a high-quality stereo audio satellite distribution system; and improvements in UHF reception and transmitter efficiency.

Current projects include:

- Development of new technology for distance learning and interactive instructional television, including lower cost satellite distribution techniques, interactive multimedia systems, and systems for automated program index recording and cueing on consumer-type VCRs.
- Creation of a new decoder for high-speed data communication with member stations.
- Management and technical direction for satellite replacement activities.
- Industry leadership in planning for and technical study of improved transmission quality, such as high-definition television (HDTV).
- Marketing support, research and development for the PBS ENTERPRISES vertical blanking interval data delivery service.
- Broadcast equipment evaluation services for member stations.
- Support of public television's Descriptive Video Service, a special audio channel providing narrated descriptions for the visually impaired.
- Utilization of a third audio channel for second-language programming.

- Industry coordination of new FCC standards for integrating, by 1993, closed-captioning decoders in most new television receivers.
- Training for engineering personnel.

## Fundraising Services

- **Station Independence Program (SIP)** is a station-supported cooperative designed to maximize member stations' fundraising efforts. SIP provides special programming, along with advertising and promotional materials, premium information, marketing research and statistical analysis, to enhance stations' on-air fundraising. Other SIP concerns are member renewal and upgrading, direct mail and improved services to donors. Telephone and on-site consultations are also part of SIP's services to its member stations.
- **Development Services** offers professional training opportunities, telephone and on-site consulting, and information exchange to all PBS member stations regarding membership, underwriting, major giving, auctions and other fundraising areas.
- **National Auction Service** supplements local auction efforts by providing stations with highly marketable merchandise donated by national corporations. Past items have included kitchen appliances, vacation packages, cameras and food. As a self-supporting operation, NAS charges stations a commission on the items they receive.
- **National Corporate Support** works closely with public television stations, major producers and corporate executives to: 1) increase the satisfaction of national underwriters; and 2) assist producing stations in increasing the number of current and prospective underwriters, particularly those contributing \$1 million or more annually.

# Public Television Programs

Among the many series on PBS during 1991:

## □ Adult Learning:

The Africans  
 Against All Odds  
 America: The Second Century  
 The American Adventure  
 Art of the Western World  
 Business and the Law  
 The Business File  
 The Business of Management  
 By the Numbers  
 The Civil War  
 College Algebra  
 ComputerWorks  
 Discovering Psychology  
 Economics USA  
 Ethics in America  
 Faces of Culture  
 Focus on Society  
 For All Practical Purposes  
 French in Action  
 Government by Consent  
 Here's to Your Health  
 Joseph Campbell: Transformations of Myth Through Time  
 The Mechanical Universe and Beyond  
 The New Literacy  
 Personal Finance & Money Management  
 Portrait of a Family  
 Race to Save the Planet  
 Seasons of Life  
 Something Ventured  
 Vietnam: A Television History  
 Voices & Visions  
 War and Peace in the Nuclear Age  
 The Western Tradition  
 The World of Chemistry  
 The Write Course

## □ Children's:

Degrassi High  
 Long Ago & Far Away  
 Mister Rogers' Neighborhood  
 Reading Rainbow  
 Sesame Street  
 Shining Time Station  
 Square One TV  
 3-2-1 Contact  
 Where in The World is Carmen SanDiego?  
 Wonderworks Family Movie

## □ Cultural:

Adventure  
 Alive From Off Center  
 The American Experience  
 American Masters  
 American Pie  
 American Playhouse  
 Austin City Limits  
 Childhood  
 The Civil War  
 Columbus & The Age of Discovery  
 Dance in America  
 Evening at Pops  
 Great Performances  
 In Performance at the White House  
 The Information Age  
 Live from Lincoln Center  
 Mark Russell Comedy Specials  
 Masterpiece Theatre  
 The Metropolitan Opera Presents

## Mystery!

Smithsonian World  
 A World of Ideas with Bill Moyers

## □ Elementary/Secondary:

Amigos  
 Castle  
 Cathedral  
 Challenge of The Unknown  
 Eat Well—Be Well  
 Equal Justice Under Law  
 Futures with Jaime Escalante  
 Growing Up/Growing Older  
 Icewalk  
 Second Voyage of the Mimi  
 Voyage of the Mimi

## □ News and Public Affairs:

Adam Smith's Money World  
 American Interests  
 DeGaulle and France  
 Eyes on the Prize I & II  
 Firing Line  
 Frontline  
 Making Sense of The Sixties  
 The MacNeil/Lehrer NewsHour  
 The Mini-Dragons  
 P.O.V.  
 Soviets  
 Stalin  
 The 90's  
 Tony Brown's Journal  
 Vietnam: A Television History  
 Wall Street Week  
 Washington Week in Review

## □ Science:

The Astronomers  
 The Healthcare Quarterly  
 The Infinite Voyage  
 Innovation Specials  
 Living Against The Odds  
 The Miracle Planet  
 National Audubon Society Specials  
 National Geographic Specials  
 Nature  
 The New Explorers  
 Newton's Apple  
 Nova  
 Scientific American Frontiers  
 The Shape of The World  
 Survival Specials  
 Wild America

## □ Skills:

Ciao Italia  
 The Collectors  
 The Frugal Gourmet  
 Hometown  
 Lap Quilting with Georgia Bonesteel  
 Liliás!  
 Motorweek '91  
 The New Yankee Workshop  
 Oriental Rugs  
 This Old House  
 The Victory Garden  
 The Woodwright's Shop

## □ Outreach Campaign:

All Together Now (Youth and Families)

# Public Television Funding

## How Is the Public Television System Funded?

- Public television's national, regional and local income in FY89 was \$1.22 billion, according to the Corporation for Public Broadcasting. Over four-fifths (83.5%) of the funding came from nonfederal sources, particularly subscribers (21.6%), state governments (18.9%) and businesses (16.1%).
- The largest federal source in FY89 was the appropriation to the Corporation for Public

Broadcasting, with \$167.6 million (13.8%) of public television's income. Nonfederal sources were led by state and local governments, with a combined figure of \$276.0 million (22.6%).

- Other major revenue sources were station subscribers or members, who in FY89 contributed \$262.9 million (21.6%), and businesses, which provided \$196.4 million (16.1%).

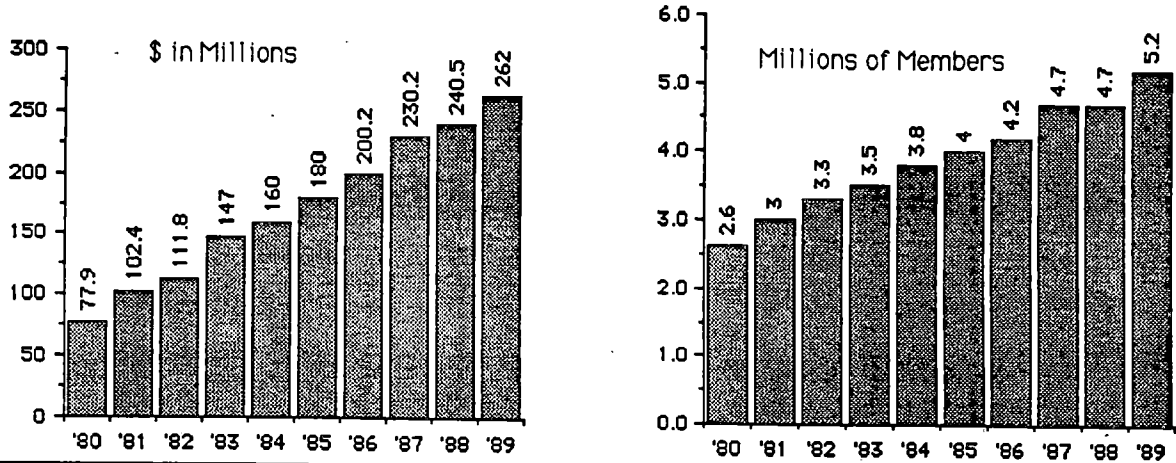
### Public Television Income — FY89

An analysis of all income for public television for FY89, as provided by the Corporation for Public Broadcasting (CPB):

<i>Source</i>	<i>Dollars in millions</i>	<i>Percentage of total</i>
<b>FEDERAL GOVERNMENT</b>	<b>\$200.4</b>	<b>16.5%</b>
CPB (TV only)	167.6	13.8
Education & Commerce Depts., NEA, NEH, etc.	32.8	2.7
<b>NONFEDERAL</b>	<b>\$1018.3</b>	<b>83.5%</b>
Subscribers	262.9	21.6
State Governments	230.4	18.9
Businesses	196.4	16.1
State Colleges	73.2	6.0
Foundations	58.4	4.8
Local Governments	45.6	3.7
Private Colleges	29.4	2.4
Auctions	22.6	1.9
Other Public Colleges	10.2	0.8
All Others	89.2	7.3
<b>TOTAL</b>	<b>\$1,218.7</b>	<b>100.0%</b>

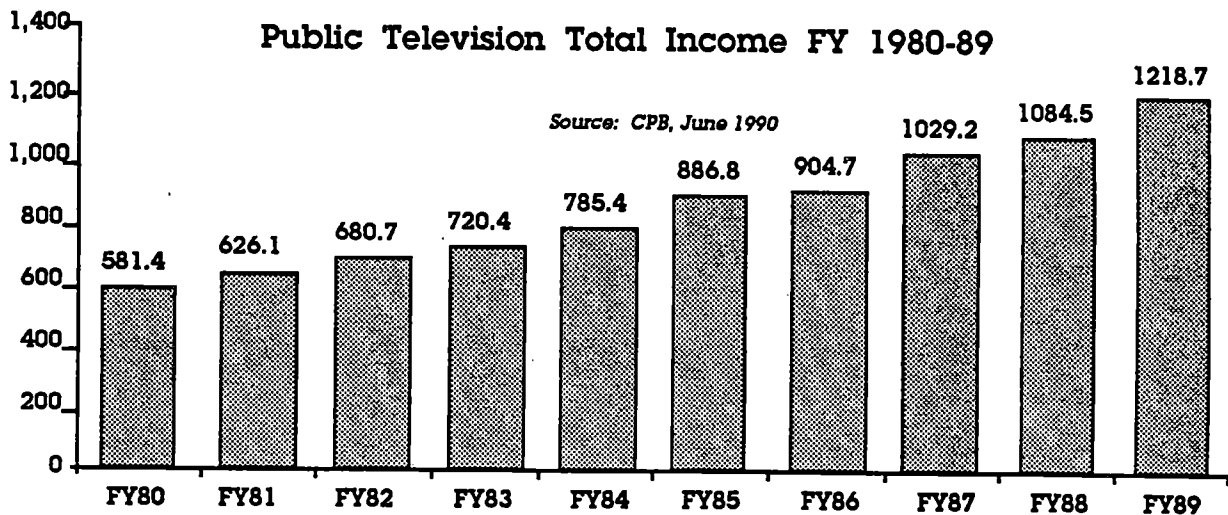
# Public Television Funding (continued)

## Public Television Viewer Support



\$ in millions

## Public Television Total Income FY 1980-89



# Public Television Funding (continued)

## How Is the Public Broadcasting Service Funded?

The PBS budget for FY91 (July 1, 1990-June 30, 1991) of \$123.1 million is paid primarily by member stations: 86.6% of the budget is paid by stations; 12.8% comes from PBS self-supporting

services; and 0.6% is from the Corporation for Public Broadcasting.

A breakdown of PBS's FY91 funding sources:

### PBS Budget — FY91

<i>Source</i>	<i>Dollars in millions</i>	<i>Percentage of total</i>
Member stations (includes Station Program Cooperative, membership fees, Station Independence Program, Program Challenge Fund, registration fees, and misc.)	\$106.652	86.6%
Self-supporting services (includes PBS VIDEO, Adult Learning Service, satellite services, interest income)	15.697	12.8
Corporation for Public Broadcasting grants (for audience research and programming support)	0.750	0.6
<b>TOTAL</b>	<b>\$123.099</b>	<b>100.0%</b>

More than three-quarters (76%) of PBS's FY91 budget goes to program acquisition and distribution:

- \$79.214 million (64%) — Program acquisition, including the Station Program Cooperative, Station Independence Program, Program Challenge Fund and Station Program Development Fund.

- \$15.125 million (12%) — Program distribution, i.e., operation of the satellite interconnection system.

The funds for program acquisition administered through PBS represent only a fraction of the total cost of PBS's National Program Service .

# The PBS National Program Service

PBS operates public television's National Program Service (NPS), which provides quality children's, cultural, educational, news and public affairs, science and nature, fundraising, and skills programs.

These programs are drawn from many sources, including public television stations, independent

producers, and other television systems and program distributors throughout the world.

In FY90, the PBS National Program Service provided 1,485 hours of original broadcast programs.

Support totaling \$243.1 million was provided for NPS programs and series that began their initial broadcast in FY90. Funding sources include:

## National Program Service Funding Services — FY90

<i>Source</i>	<i>Dollars in millions</i>	<i>Percentage of total</i>	<i>Percent increase from FY 85</i>
Public TV Stations	\$70.4	29.0%	59%
Corporations	69.0	28.4	21
Corporation for Public Broadcasting	34.7	14.3	17
Foundations	19.8	8.1	22
Government Agencies	16.4	6.7	35
Other (independent producers, individuals, associations and community groups, etc.)	32.8	13.5	65
<b>TOTAL</b>	<b>\$243.1</b>	<b>100.0%</b>	<b>36%</b>

In FY89, the most recent year for which data are available, 1,630 hours of original broadcast programs were distributed: 44.3% were public affairs programs, 23.1% were cultural programs, 10.9% were children's programs, 7.9% were science and nature programs, 7.9% were how-to programs, 5.8% were educational programs, and 0.1% were sports programs.

Of these 1,630 hours, 47% were acquired from public television stations, including news event coverage under a pooled feed arrangement (unpackaged programming available to all broadcasters); 41% from American independent producers; and 12% from foreign producers.

# Impact of Cable on Public Television

- ❑ Public TV's audience (the percentage of homes watching during some point in a week) has grown 43% since the 1977-78 season, despite increased competition for viewers from cable television and other program sources, according to the Nielsen Television Index (NTI).
- ❑ Cable assists public TV viewing by improving reception, especially of UHF signals (three-fifths of all public TV stations are on a UHF frequency).
- ❑ 55% of all cable subscribers watch public TV each week, according to the NTI.
- ❑ Many communities have more than one public TV station, each offering a distinctive, separate programming service. Two-thirds of cable subscribers say one of the reasons they subscribe to cable is for better reception of a public TV station or access to more than one public TV station, according to Statistical Research Inc. (SRI).
- ❑ Among public TV viewers capable of receiving more than one public TV station on cable, 79% reported watching *more than one*, according to SRI.

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## The Public Television Audience

### Who Watches Public Television?

- ❑ 77.2% of all American television-owning families—71.1 million households representing 148.4 million people—watched public television in March 1990, with the average home tuning in for over seven hours during the month.
- ❑ During the period of October 1989-September 1990, viewers in 49.5 million homes watched public TV each week, according to the Nielsen Television Index (NTI). This represents 53.8% of America's 92.1 million households with TVs (during this period), or 87.5 million people.
- ❑ During prime time in this period, public TV was watched each week in 27.9 million homes by 44.9 million people.
- ❑ The average viewing household during this period watched about three hours of public television during the course of a week; of the three hours, over an hour and a half was spent with prime-time programming.

# The Public Television Audience (continued)

## Audience Demographics

Below is a breakdown, by TV household characteristics, of the public TV audience for an average week during October 1989-September 1990, as compared with the U.S. demographic profile. (Source: Nielsen Television Index)

	<i>Total U.S. TV Households</i>	<i>PTV Audience</i>		<i>Total U.S. TV Households</i>	<i>PTV Audience</i>
<b>Race*</b>			<b>Income</b>		
Black	11.3%	9.5%	Less than \$20,000	35.1%	29.9%
Non-Black	88.7	90.5	\$20,000-\$39,999	31.5	31.6
			\$40,000-\$59,999	19.1	21.1
			\$60,000+	14.3	17.1
<b>Education*</b>			<b>Age</b>		
Less than 4 yrs. high school	23.9	22.7	Children (2-5)	6.2	8.0
4 years high school	36.5	34.0	Children (6-11)	8.9	8.1
1-3 years college	17.4	18.0	Teenagers (12-17)	8.3	5.4
4+ years college	22.2	25.3			
<b>Occupation*</b>			Women (18-34)	14.4	11.1
Prof./Owner/Manager	24.0	25.7	(35-49)	11.1	10.9
Clerical & Sales	14.7	13.9	(50-64)	7.3	8.6
Skilled & Semiskilled	31.5	29.9	(65+)	7.4	10.0
Not in labor force	29.8	30.3	Men (18-34)	14.3	11.2
			(35-49)	10.6	11.7
			(50-64)	6.5	7.8
			(65+)	4.9	6.8

\* head of household

## The 25 Most-Watched PBS-Distributed Programs (as of September 1990)

Title	Date	Cumulative Audience*	Viewers (in millions)	Title	Date	Cumulative Audience*	Viewers (in millions)
NATIONAL GEOGRAPHIC SPECIAL: "The Sharks"	1/82	17.4%	24.1	NATIONAL GEOGRAPHIC SPECIAL: "In the Shadow of Vesuvius"	2/87	13.1%	17.2
NATIONAL GEOGRAPHIC SPECIAL: "The Grizzlies"	3/87	17.0%	22.3	THE CIVIL WAR: "The Cause"	9/90	12.9%	14.9
NATIONAL GEOGRAPHIC SPECIAL: "Land of the Tiger"	1/85	16.5%	22.4	THE CIVIL WAR: "Most Hallowed Ground"	9/90	12.9%	15.4
NATIONAL GEOGRAPHIC SPECIAL: "The Incredible Machine"	10/75	16.0%	19.0	NATIONAL GEOGRAPHIC SPECIAL: "Save the Panda"	3/82	12.8%	17.7
"Great Moments with NATIONAL GEOGRAPHIC"	3/85	15.7%	21.3	"Lawrence Welk: Television's Music Man"	3/87	12.7%	16.6
Best of WILD AMERICA: "The Babies"	3/87	14.7%	19.3	NATIONAL GEOGRAPHIC SPECIAL: "Realm of the Alligator"	4/86	12.7%	17.5
"The Music Man"	3/85	14.7%	18.7	NATIONAL GEOGRAPHIC SPECIAL: "Rain Forest"	1/83	12.7%	18.0
"Live from the Grand Ole Opry"	3/79	14.6%	16.3	NATIONAL GEOGRAPHIC SPECIAL: "Among the Wild Chimpanzees"	1/84	12.5%	16.8
"Live from the Grand Ole Opry"	3/80	14.2%	16.3	"Saving the Wildlife"	3/86	12.4%	17.0
NATIONAL GEOGRAPHIC SPECIAL: "Lions of the African Night"	1/87	13.8%	18.1	"Making of M*A*S*H"	1/81	12.4%	14.5
WORLD: "Death of a Princess"	5/80	13.8%	14.7	THE CIVIL WAR: "Forever Free"	9/90	12.3%	13.5
NATIONAL GEOGRAPHIC SPECIAL: "Polar Bear Alert"	3/82	13.3%	18.4	NATIONAL GEOGRAPHIC SPECIAL: "Etosha"	1/81	12.1%	16.0
"Great Moments with NOVA"	3/87	13.2%	17.3	THE CIVIL WAR: "The Universe of Battle"	9/90	12.1%	14.2
				THE CIVIL WAR: "The Better Angels of Our Nature"	9/90	12.1%	13.0

\* Cumulative audience: the percentage of U.S. TV homes viewing at least six minutes of a program (Nielsen Television Index data).  
† PBS Research estimate.

# Most-Watched Programs (continued)

## The All-Time Most-Watched Classical Music/Dance Programs

<i>Title</i>	<i>Date</i>	<i>Cumulative Audience*</i>	<i>Viewers (in millions)</i>	<i>Title</i>	<i>Date</i>	<i>Cumulative Audience*</i>	<i>Viewers (in millions)</i>
"Championship Ballroom Dancing"	1/87	8.9%	10.9	LIVE FROM THE MET: "Aida"	1/85	7.2%	8.3
GREAT PERFORMANCES: "A Lincoln Center Special: Beverly! Her Farewell Performance"	1/81	7.9%	8.0	GREAT PERFORMANCES: "Best of Broadway"	5/85	7.0%	7.7
LIVE FROM LINCOLN CENTER: "Luciano Pavarotti Sings with the N.Y. Philharmonic; Zubin Mehta, Conductor"	4/83	7.8%	7.5	LIVE FROM THE MET: "The Metropolitan Opera Centennial Gala" (Part 2)	10/83	7.0%	7.9
LIVE FROM LINCOLN CENTER: "Pavarotti Plus"	1/86	7.6%	7.5	LIVE FROM LINCOLN CENTER: "Sutherland/ Horne/Pavarotti in Concert"	3/81	7.0%	6.3
"The Nutcracker"	12/82	7.5%	9.4	GREAT PERFORMANCES: "Purlie"	3/84	6.9%	7.5
LIVE FROM LINCOLN CENTER: "Danny Kaye with the N.Y. Philharmonic"	9/81	7.3%	6.5	"From Vienna: The New Year's Celebration 1987"	1/87	6.9%	9.0
"John Curry Skates Peter and the Wolf"	1/82	7.2%	8.8	"World Professional Dance Championship"	2/85	6.8%	8.7
				"La Boheme: Pavarotti in Philadelphia"	8/82	6.6%	8.1

\* Cumulative audience: the percentage of U.S. TV homes viewing at least six minutes of a program (Nielsen Television Index data).

† PBS Research estimate.

# Most-Watched Programs (continued)

## The All-Time Most-Watched Drama Programs

Title	Date	Cumulative Audience*	Viewers (in millions)	Title	Date	Cumulative Audience*	Viewers (in millions)
WORLD: "Death of a Princess"	5/80	13.8%	14.7	AMERICAN PLAYHOUSE: "Stand and Deliver"	3/89	8.0%	8.7
"The Sailor's Return"	1/84	9.8%	12.3	GREAT PERFORMANCES: "Life on the Mississippi"	11/80	7.7%	9.0
AMERICAN PLAYHOUSE: "Smooth Talk"	2/87	9.3%	10.6	MASTERPIECE THEATRE: "The Flame Trees of Thika" (Part 3)	1/82	7.5%	8.6
WONDERWORKS: "Anne of Green Gables—The Sequel" (Part 1)	3/88	8.9%	11.0	AMERICAN PLAYHOUSE: "Raisin in the Sun"	2/89	7.4%	8.0
WONDERWORKS: "Anne of Green Gables—The Sequel" (Part 2)	3/88	8.7%	10.8	MASTERPIECE THEATRE: "To Serve Them All My Days" (Part 2)	10/82	7.3%	8.5
"The Scarlet Letter" (Part 1)	4/79	8.6%	9.6	MYSTERY!: "Swenceny Todd"	10/82	7.3%	8.5
"The Lathe of Heaven"	1/80	8.5%	9.7	"The Scarlet Letter" (Part 4)	4/79	7.3%	8.2
AMERICAN PLAYHOUSE: "Testament"	11/84	8.1%	10.3				

\* Cumulative audience: the percentage of U.S. TV homes viewing at least six minutes of a program (Nielsen Television Index data).  
 † PBS Research estimate.

# Most-Watched Programs (continued)

## The All-Time Most-Watched Public Affairs Programs<sup>1</sup>

<i>Title</i>	<i>Date</i>	<i>Cumulative Audience, Viewers (in millions)</i>	<i>Title</i>	<i>Date</i>	<i>Cumulative Audience, Viewers (in millions)</i>
SHOAH (Part 1)	4/87	9.8% 12.0	FRONTLINE: "The Real Life of Ronald Reagan"	1/89	6.9% 8.4
FRONTLINE: "An Unauthorized History of the NFL"	1/83	9.2% 10.9	"Visions of 'Star Wars': A NOVA/FRONTLINE Special Report"	4/86	6.8% 8.8
VIETNAM: A TELEVISION HISTORY: "Roots of War"	10/83	8.7% 10.2	VIETNAM: A TELEVISION HISTORY: "The First Vietnam War (1946-1954)"	10/83	6.8% 8.0
"Hiroshima Remembered"	8/85	8.3% 9.9	FRONTLINE: "88 Seconds in Greensboro"	1/83	6.7% 7.5
FRONTLINE: "Death of a Porn Queen"	6/87	8.2% 9.7	FRONTLINE: "The Earthquake Is Coming"	2/87	6.6% 7.8
"Democratic Presidential Debate"	1/84	8.0% 9.4	SHOAH (Part 2)	4/87	6.5% 8.0
CHILD SEXUAL ABUSE: WHAT YOUR CHILDREN SHOULD KNOW: "A Program for Parents"	9/84	7.4% 8.7	VIETNAM: A TELEVISION HISTORY: "America's Mandarin (1954-1963)"	10/83	6.4% 7.5
FRONTLINE: "Memory of the Camps"	5/85	7.2% 8.3	FRONTLINE: "AIDS—A National Inquiry"	3/86	6.1% 7.1
FRONTLINE: "The Real Stuff"	1/87	7.1% 8.4	VIETNAM: A TELEVISION HISTORY: "The End of the Tunnel (1973-1975)"	12/83	6.1% 7.2
VIETNAM: A TELEVISION HISTORY: "Tet, 1968"	11/83	7.0% 8.2			

\* Cumulative audience: the percentage of U.S. TV homes viewing at least six minutes of a program (Nielsen Television Index data).

† PBS Research estimate.

<sup>1</sup> Programs covering current events or recent history.

# PBS and Education

## The PBS Adult Learning Service (ALS)

### ALS in Brief

- ❑ The first nationwide effort (1981) to provide coordination and focus for adult learning through television. (Instruction via TV began on an ad hoc basis in the 1950s with a few pioneering colleges.)
- ❑ Local partnerships, involving more than 1,800 colleges and universities and 96% of all public TV stations, working together to provide greater access to a college education to adult Americans.
- ❑ These partnerships offer hundreds of hours of quality college-credit TV courses to more than 265,000 tuition-paying students each academic year. Since fall 1981, over 1.5 million students have been served.
- ❑ In addition to those taking courses for college credit, millions more watch television courses each week during prime time and other hours for their own self-improvement and enjoyment.
- ❑ Each course undergoes rigorous review by teaching faculty, scholars and instructional designers to guarantee faculty and students a valuable educational experience.
- ❑ While ALS makes available an array of TV courses and support services, the local partnerships decide which elements will best serve the needs of their communities.
- ❑ Courses are acquired from PBS member stations, college-based producers, independent producers and consortia of educational program producers.
- ❑ The current ALS catalog includes 46 courses in the arts and humanities, history and the social sciences, science and health, business and technology, and professional development and teacher education.

### The ALS Partnership

- ❑ ALS assists stations and colleges with course acquisition, scheduling and distribution, promotion and marketing, audience research, national program screenings, and professional development and training.
- ❑ Local public TV stations broadcast the television courses, coordinating selections, schedules and promotion with their local institutions of higher education.
- ❑ Local colleges select the courses they want to offer, assign faculty and award credit according to their standards and needs.

### The Economics of ALS

- ❑ Participating colleges and universities pay the Adult Learning Service a license fee for the right to use an ALS course for credit.
- ❑ Students seeking course credit through ALS programs enroll at participating schools and pay tuition fees to these colleges. The schools then forward to ALS a small fee for each student enrolled in an ALS course.
- ❑ Funds received by ALS support the ALS service, including royalties to the program producers and payments to PBS member stations airing ALS programs.
- ❑ In FY90, ALS returned more than \$2.1 million to participating stations and producers. Another \$950,000 was paid to PBS in overhead fees to help offset overall PBS operational expenses.

## ALS (continued)

### The ALS Audience

- ❑ There are 60 million people 25 years of age and older who do not have college degrees and who are not now in college.
- ❑ Many of the 23 million adults with college degrees are seeking to earn different or additional degrees or want to take certain courses because the subjects interest them.
- ❑ According to a Roper study, 34% of the population between 18 and 45 would like to take a college course via TV and would be willing to pay for it.

### The Adult Learning Satellite Service (ALSS)

- ❑ ALSS is an initiative of the Adult Learning Service and local public television stations to deliver, via satellite, quality educational programming directly to colleges.
- ❑ Through ALSS, over 1,300 colleges with satellite-receive equipment have directly accessed complete television courses, resource programming for classroom and library use, and live and taped videoconferences, lectures and seminars for faculty, administrators, students and off-campus groups. Of those colleges, some 317 are full participants in ALSS.
- ❑ ALSS extends and complements the Adult Learning Service by providing a nonbroadcast programming service to colleges. Broadcasts on public television stations will continue to be the primary means of delivering television courses to most adult learners.

### The Economics of ALSS

- ❑ The basic yearly fee for participating colleges is \$2,500. Some ALSS programs and services are included in the participation fee, while others have modest charges. Colleges select the programs they wish to use, tailoring their participation to local needs.
- ❑ Most colleges recapture the initial ALSS participation fee through free access, free programming, remarketing opportunities, reduced fees and other savings.
- ❑ ALSS, like the rest of the Adult Learning Service, is self-supporting. Revenue received from the licensing of ALSS programming supports ALSS, including royalties to producers and payments to participating stations.

### The ALSS Audience

- ❑ More than 1,500 colleges are known to have satellite-receive equipment, and that number is growing rapidly.
- ❑ ALSS programming will reach many thousands of students, adult learners, faculty members and administrators on campuses, as well as government, business, social service and other employers and community groups off-campus with direct satellite-receive capability.

## ALS (continued)

### The Business Channel

- In fall 1989, the Adult Learning Service launched The Business Channel, a specialized programming strand that provides colleges and businesses with up-to-date programs on topics such as marketing, management and software training. Businesses and colleges that have satellite-receive equipment can directly access business-related resource programs and live and taped videoconferences featuring top business experts. During FY91, The Business Channel will feature over 50 business training and resource programs and over two dozen live, interactive videoconferences.
- ALSS members receive a free membership in The Business Channel. The basic yearly fee for businesses and colleges that wish to join The Business Channel separately is \$500. Approximately 140 businesses and colleges currently are members of The Business Channel.
- As with ALSS membership, members of The Business Channel select the programs they wish to use, tailoring their participation to local needs. Most colleges and businesses recapture their participation fee through free access, free previewing, remarketing opportunities and reduced fees.
- The Business Channel is self-supporting, and revenue received from the licensing of its programming supports The Business Channel, including royalties to producers and payments to participating stations.
- The Business Channel programming is always available via C-band satellite-receive equipment and is often available on Ku-band as well. The Business Channel programs—because of their immediate applicability—are an important resource to students, adult learners and business people.

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## The PBS Elementary/Secondary Service (ESS)

### ESS in Brief

The PBS Elementary/Secondary Service:

- increases the reach and utility of appropriate PBS prime-time programming to the K-12 educational community;
  - acquires and distributes high-quality school television programs for formal and informal instruction;
  - provides professional development programs for teachers and other educators;
  - supports and provides electronic and print information services for and about public television and education;
  - serves as a national advocate for the use of television and other technologies for learning in the nation's schools; and
  - works with other national and regional organizations to track developments in national policy for the educational television community.
- ESS, serving a dual constituency of public television stations and the education community, works to maintain and expand the position of PBS and public television stations as the preferred providers of school television programming and services nationwide.

## ESS (continued)

### Public Television's School Services at a Glance

- 79% of public TV stations provide educational programming specifically for classroom use.
- Of these, 98% use their main broadcast channel to deliver programming to schools. In addition, 70% also deliver programming to schools via other methods, such as satellite, ITFS (microwave) or dedicated cable channel.
- 87% of these public television stations supplement their programming with additional educational materials and utilization services, often in conjunction with related state or local education agencies.
- Two-thirds (29.5 million) of all elementary and secondary students attend schools that are served by public TV stations.
- 76% of public TV stations broadcast inter-related school programming in large blocks, usually in the middle of the night, specifically for schools to record on videocassettes and use at their convenience.

### School Television and Other Programming Resources

A primary activity of ESS is the acquisition and distribution of exceptional programming specifically designed for classroom use and live special events programming for students. (Instructional programming includes teacher guides and other support materials to help educators integrate the programming into classroom curricula.) Curriculum areas include math, science, history, reading, art, music, career planning, social studies, language arts and foreign languages.

ESS seeks extended off-air record rights for year-round school use of PBS general-audience programs such as RACE TO SAVE THE PLANT and EYES ON THE PRIZE I and II. NATIONAL GEOGRAPHIC SPECIALS, SCIENTIFIC AMERICAN FRONTIERS and THE INFINITE VOYAGE are examples of general-audience programs that have extended school rights thanks to underwriter support.

PBS *Tune-In Guides*, highlighting selected prime-time programming, help educators to use public TV programs more easily. *Tune-In Guides* provide series descriptions, program titles, information about off-air recording rights and related educational materials, and viewing tips that allow teachers, librarians and families to plan activities using the programs as a base.

## ESS (continued)

### Professional Development Programming

ESS is a leader in providing stations and other education agencies with professional development opportunities for educators and school administrators. Recent videoconferences have addressed technology tools for teaching, successful school restructuring, academic tracking, student assessment, collaborative learning techniques, critical thinking skills, at-risk students, school-business-community partnerships, and school policy and legal issues regarding AIDS.

### Technology Projects

ESS is working with PBS Engineering and PBS ENTERPRISES to use the broadcast signal's vertical blanking interval to transmit interactive programming, software and data for instructional purposes.

In addition, ESS supports the use of EDISON, LEARNING LINK and CURRICULUM CONNECTION, on-line data systems developed by local public TV stations and regional organizations to support and extend the use of public TV programming in the classroom.

### PBS Education Clearinghouse

The PBS Education Clearinghouse collects and distributes information and conducts research on the instructional uses of video and related technologies. *The Learning File*, a quarterly publication of the Clearinghouse, includes data from PBS research studies, success stories from exemplary programs and projects, articles by national education leaders and local practitioners, legislative updates, and other materials collected from across the country.

### Partnerships with Education

ESS serves as a national advocate for the use of learning technologies in the nation's elementary and secondary schools. Through such activities as the ESS National Advisory Committee (representing education groups and public TV stations), outreach, and promotion and awareness efforts, ESS works to build partnerships with national education associations to broaden the support within the educational community for public television programming and services and to ensure that programs meet critical education needs.

# Learning Solutions

The  
Educational  
Power of  
Public Television

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## Public Television's Role in Education

✓ **Public TV is committed to help achieve the nation's educational goals.** It started out as "educational TV," and stations today offer an average of 32 hours a week of instructional and preschool programming. In addition, public TV's primetime and daytime programs inform nearly 100 million Americans a week.

✓ **"Distance learning" through instructional TV benefits many students where there's no teacher available.** Qualified instructors simply cannot be found everywhere there are students who hope to take an advanced science or language course. Public TV expands educational opportunity and reduces inequity through statewide and multi-state hookups that bring instruction to those students. And by transporting electronic signals instead of teachers or students, it does so economically.

✓ **But in most cases the teachers back in the classroom still are the ones responsible for teaching—public TV signs on as teacher's helper.** Public TV provides audiovisual and print materials for the classrooms, and trains teachers how to use them. It also offers satellite videoconferences to help teachers further develop their professional skills and join their peers in the debate on current educational issues.

✓ **To help in the classroom, public TV is working in partnerships with states, school systems, colleges, universities, educational associations and businesses.** Increasingly, the partnerships span numerous states or even the whole nation. Many public TV stations themselves are operated by educational institutions, and three-quarters air daytime instructional programs in cooperation with local schools.

✓ **Besides television, public TV's educational projects use the most appropriate combinations of electronic technologies.** The selection includes computer-based systems, fiber optics and cable TV transmission, videocassettes, videodiscs, nationwide and international satellite relays, and regional microwave video networks.