

PPS Action 1-96

PHOTOCOPY  
PRESERVATION



...addressing issues of common interest and concern to public television organizations providing statewide television services.

TO: Henry Kelly

FROM: Skip Hinton

DATE: January 5, 1996

RE: Public Broadcasting

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Well, the dog didn't eat it and the hard drive didn't crash ...

I will be in and out of the office this afternoon and leave for Washington tomorrow for a meeting that runs through Monday. Any suggestions from the professor will be appreciated.

Maynard and I will be staying at the L'Enfant Plaza Hotel Saturday and Sunday nights - back in the office on Tuesday.

## ***Public Broadcasting is America's Most Accessible Learning Resource***

Public broadcasting is an essential part of all our communities. In the 21st century, we are committed to our share of responsibility for educating the nation's children and adults. We will be the resource that all citizens, including students, parents and teachers, routinely seek out whether they are seated before a television or a computer screen, in a classroom, a library, a community center, at work or at home. This leadership role will be built on the strength of broadcast services that provide the best programming our nation has to offer. Our services to education will draw on the talent that has created NOVA, SESAME STREET, THE NEWSHOUR, and MORNING EDITION.

***Public broadcasting operates within the community.*** We are determined to use our local resources and to gain from investments already made by the American public. Strengthened through new and existing community partnerships, we will work to ensure that all children enter the 21st century literate in both language and technology. The appropriate use of technology will be essential to reach this goal. Specifically, we believe that:

- every classroom must be equipped with modern learning -- and teaching -- devices, including computers;
- classrooms must be interconnected, enabling students and teachers to share resources and to reach beyond the classroom to information resources throughout the world;
- we must ensure access to instructional materials and courseware; and,
- we must accept responsibility for ensuring that all teachers and parents have the training and assistance they need to use these technologies.

All Americans have the right to information and to the opportunity to learn. Public broadcasters are uniquely positioned to ensure equity in the exercise of these rights. As the scope and potential of technology widen, we are rechartering our industry so that the American public can continue to rely on public broadcasting and our professionals as essential community and national resources.

***We operate on many levels in the education process: as broadcasters,*** we are committed to the enhancement of curriculum-based software and education services using all delivery and production technologies. Historically, we have led the nation in the use of new technologies. This leadership has ranged from the creation of statewide, interconnected television networks to the first live coast-to-coast satellite television feed and our national satellite network. Public broadcasters have set standards for distance learning and in the use of technology, such as closed captioning and descriptive video, for meeting special needs. We are pioneering the multi-versioning of software while providing national leadership in planning for digital conversion of the television industry.

***As producers,*** we focus on the development of community-based educational services. Nationally and locally we are producing programming for lifelong learning, including inservice training for daycare providers, preschool programming like SESAME STREET, instruction for kindergarten through 12th grade, inservice programming such as Mathline for our nation's math teachers, college credit courses available at home or in the office, and even "how-to" programs that enrich the lives of all viewers.

***As educators***, we provide a *working* model of public-private collaboration that can, and does, teach students and teachers how to use technology to gather and apply information they will need to survive and thrive in a new age.

Our education services reach into every segment of society: homes, schools, daycare centers, universities, prisons, workplaces. We strive to ensure that every American develops necessary skills and has access to information that will provide a foundation for lifelong learning.

***As citizens***, we are chartered by our communities for the sole purpose of serving local needs and interests, particularly education. It is the linkage of these local services that has generated our national service. And these local public broadcasters, linked nationally, are the logical agents for the application of educational technology and the development of software, no matter how it is delivered.

The key to our leadership is the commitment to service, not specific technologies. Our community relationships and our dedication to education yield services, based on community needs, that are available now -- not in the future, not with new equipment, not for a fee, but TODAY -- to 98 percent of the citizens of the United States. This dedication and our traditional partnerships with individuals, institutions, corporations and foundations will ensure the same access to information and services through new technologies.

***As an industry of dedicated professionals***, public broadcasting will continue to embrace the mission that has framed our past and that will decide our future by:

- providing the instructional materials and courseware essential to our students;
- assuring that all teachers have the training and assistance needed to make full use of new technologies;
- helping local educational institutions in the assessment and acquisition of computers and other educational technologies; and,
- encouraging the expansion of the traditional classroom through the application of all appropriate technologies.

The economic and cultural success of America in the 21st century depends upon a strong and efficient education system. This country cannot afford to have citizens lacking in education. Public broadcasting is America's most accessible learning resource. In order to accomplish our shared goals for education, public broadcasting must be assured of continuing strong support from the public and private sectors, including Congress and the Executive Branch.