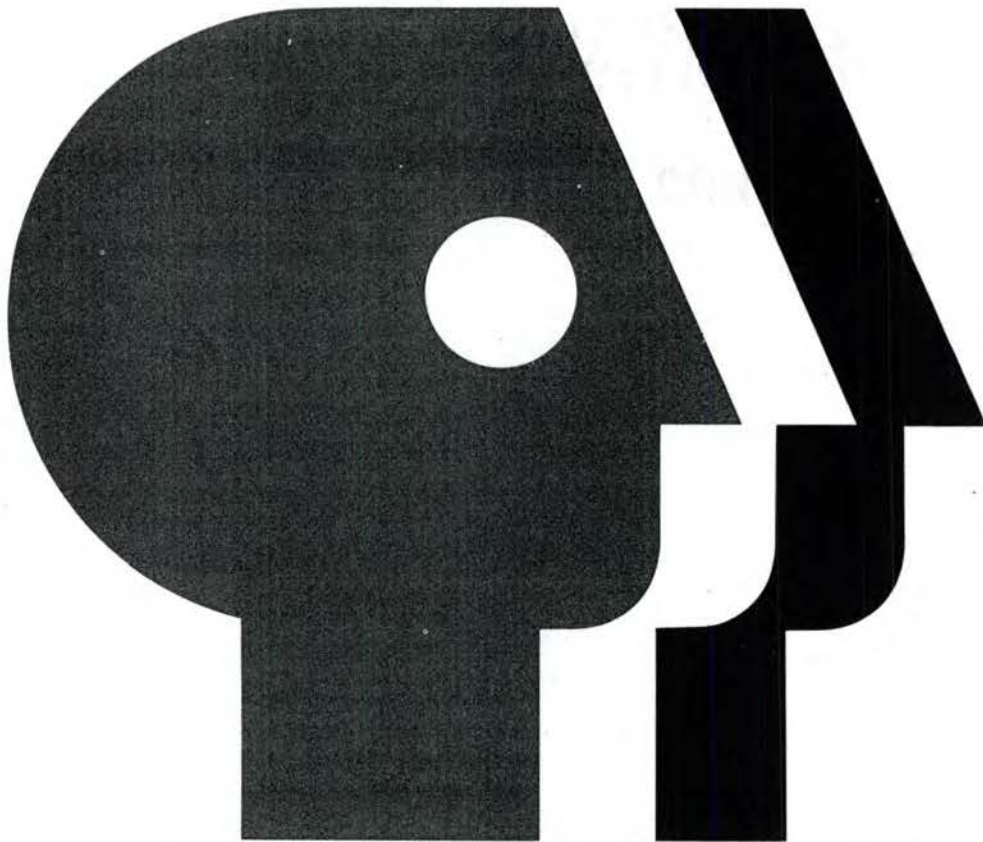


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PBS



**FEBRUARY
1995**

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The PBS Learning Services Newsletter, a one-stop information source for member stations about all PBS learning services (preschool to adult), is published monthly by the PBS K-12 Learning Services department. Information presented in the PBS Learning Services Newsletter does not necessarily reflect PBS viewpoints.

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PBS K-12 Learning Services
1320 Braddock Place
Alexandria, VA 22314-1698
phone: 703-739-5127
fax: 703-739-7506
email: K12@pbs.org
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LEARNING SERVICES

N E W S L E T T E R

TIMELY NEWS

PBS PRESIDENT ERVIN S. DUGGAN REALIGNS PBS INTO THREE OPERATING DIVISIONS — PROGRAMMING SERVICES, LEARNING VENTURES & SYSTEM SERVICES

Public Broadcasting Service President Ervin S. Duggan has announced a realignment of PBS into three operating divisions: Programming Services, Learning Ventures and System Services. Mr. Duggan called the action, which takes effect February 1, "organizational fine-tuning to make PBS more agile in responding to the needs of our member stations." Planning for the changes began some months ago. Focusing and streamlining PBS's management staff will create a small "cabinet" of division heads that will report directly to Mr. Duggan.

The new PBS divisions will be structured as follows:

PBS Programming Services will consist of two units: The PBS National Program Service and a newly formed PBS Syndication Services, whose creation was approved last week by the PBS Board of Directors. Robert Ottenhoff, PBS's chief operating officer, will oversee the division, pending the naming of a permanent division head. Mr. Ottenhoff is a veteran of nearly two decades in public broadcasting and before joining PBS in 1991 was executive director and general manager of the New Jersey Public Broadcasting Authority.

Jennifer Lawson, executive vice president for national programming and promotion services, will continue to lead the National Program Service, the centerpiece of public television's service to more than 100 million Americans each week. The National Program Service distributes such landmark series as *SESAME STREET*, *MISTER ROGERS' NEIGHBORHOOD*, *READING RAINBOW*, *THE MACNEIL/LEHRER NEWSHOUR*, *NOVA* and *GREAT PERFORMANCES*. Among Ms. Lawson's many accomplishments at PBS has been the launching of the PBS Children's Initiative, which nearly doubled preschooler viewership since 1990-1991.

The new unit, PBS Syndication Services, is designed to help public television stations create differentiated programming services in their communities. It will be entrepreneurial in nature and acquire series, specials and other programs to be offered to stations in addition to the National Program Service. An executive will be named to head the unit.

PBS Learning Ventures will consist of two operating units – PBS Learning Services and PBS Learning Media. John Hollar, senior advisor to Mr. Duggan for strategic and corporate planning since 1994, has been promoted to executive vice president and will head PBS Learning Ventures. Mr. Hollar has extensive experience in journalism, law, communications policy and business management. As part of his duties, Mr. Hollar will direct the company's participation in the launch of the PBS Horizons Cable Network, an informational and cultural cable service spotlighting the country's greatest thinkers, scientists, authors, artists and teachers, and PBS ONLINE, a satellite-based computer and communications network that brings learning services to schools, colleges, businesses and homes.

PBS Learning Services will continue to be headed by Education Executive Vice President Sandra Welch. It includes the PBS Adult Learning Service, the world's largest telecommunications-based service for higher education, and PBS K-12 Learning Services, which provides programming and instructional materials for kindergarten through twelfth-grade classrooms. Public television is the number one source for classroom programming in the country. Under Ms. Welch's leadership, PBS created PBS MATHLINE, a multimedia initiative to help schools improve math instruction, and GOING THE DISTANCE, a distance-learning service that makes it possible for adults to complete a two-year college degree through telecourses offered by local colleges and public television stations.

PBS Learning Media will be headed by Senior Vice President Eric Sass, who last year forged a new business partnership between PBS Home Video and Turner Home Entertainment that will take advantage of Turner's multiple media outlets to market videotapes of public television programs. As head of PBS Learning Media, Mr. Sass will be responsible for marketing and distributing PBS's ancillary learning products, including videotapes from PBS Home Video and PBS VIDEO (videotapes for the education market), interactive media via PBS Interactive, direct consumer services through PBS Direct and other new media ventures.

PBS System Services, a new operating division, will comprise of a number of units that provide services to all PBS member stations. It will be headed by Robert Ottenhoff and will include PBS's Finance, General Counsel, Program Business Affairs, Development & Corporate Relations and Broadcast Operations, Engineering & Technical Services units. Mr. Ottenhoff will develop within the unit four new functions: a Member Relations unit that will sharpen and improve service to PBS member stations, a focus on making PBS a prime source for professional training activities for stations, developing ways to make PBS a vendor of some "unbundled" individual services and undertaking efforts to make PBS a more efficient organization.

A new operating unit, Advertising, Promotion and Corporate Information, is being formed under System Services to consolidate all of PBS's public communications activities. Carole Feld, who has been promoted to senior vice president of advertising, promotion and corporate information, will head the unit. Ms. Feld joined PBS in 1992 as vice president of promotion and advertising. She is credited with creating award-winning branding and institutional positioning programs for PBS and its member stations. The unit will include the Program Information, National Press Relations, Corporate Information and Advertising & Promotion departments.

REFEED OF PBS TELEWORKSHOP ON FEDERAL FUNDING: FEBRUARY 15

If you missed the January 26th PBS teleworkshop "Making the Case for Federal Funding: How to Cultivate Grassroots Support" you'll have one more chance to tune in and/or tape it.

Feed Date:

Wednesday, February 15 (1530-1700)

Telstar 401 Coordinates:

Schedule 5A5

For more information about the teleworkshop, call Shari Manolas LeVine at 703-739-5103.

PBS EDUCATION ACTION KIT

In late January, station education and outreach directors were sent a turn-key resource kit to assist with local efforts to educate legislators and the community about the educational value and impact of public television. The packet, distributed by PBS Education staff, was a response to recent attempts to eliminate federal funding for public television. As Sandy Welch, PBS executive vice president of education, noted in the cover memo, "(If) our system is privatized, our educational services will suffer. As you know, we provide educational services based on the needs of teachers, students and under-educated adults — not on the basis of 'profit.' If public television is 'privatized' and becomes 'profit-driven,' services like PTV-The Ready to Learn Service and PBS MATHLINE may cease. Future services like these might not ever be initiated."

The kit included a turn-key flyer for local mailings to teachers, a public television federal funding fact sheet, message points about PBS education and an Op-Ed article by Walter Anderson, chairman of the PBS Board's Learning Services Committee. Stations were encouraged to enhance the national material with station-specific information. Ms. Welch's memo also referenced stations to review an APTS memorandum (sent to general managers on 1/20/95) regarding "Legal Issues Relating to On-Air Grassroots Lobbying Soliciting Support for Federal Funding for Public Television." Stations are encouraged to send information about local strategies and/or copies of local letters in support of federal funding to PBS K-12 Learning Services, 1320 Braddock Place, Alexandria, VA 22314 or fax 703-739-7506. Information from the national and local levels will be shared with station education departments in future Education Action Kit mailings.

AMERICAN EXPERIENCE "ONE WOMAN, ONE VOTE": FEBRUARY 15

An upcoming, two-hour AMERICAN EXPERIENCE special, "One Woman, One Vote" now offers 1 year EB educational off-air record rights for pre K-12 teachers. The program, scheduled for primetime broadcast on Wednesday, February 15, from 8:30-10:30 pm, highlights past events of the suffrage movement, beginning with the first women's rights convention in 1848 and climaxing in passage of the Nineteenth Amendment in 1920.

The producer of this special, Educational Film Center, is making available a free discussion guide (see enclosure). The guide may be photocopied for free educational use and an electronic version is planned for PBS ONLINE's Learning Link and the PBS gopher site. In addition, a limited supply of guides are available from PBS VIDEO. Please submit requests (including quantity and mailing address) via fax to Jon Cecil, PBS VIDEO, at 703-739-5269.

Please check with your program director for additional details and to confirm date/time of broadcast. Videocassettes of "One Woman, One Vote" for educational use are available from PBS VIDEO by calling 800-344-3337. Satellite feeds for college off-air recordings can be licensed through the PBS Adult Learning Service by calling 800-257-2578.

K-12 PROGRAMMING

1995 WORLD'S LARGEST CONCERT PREFEED: FEBRUARY 15

Stations are strongly encouraged to tape the prefeed of the 1995 WORLD'S LARGEST CONCERT (1/30) as a way of preparing for broadcast and assuring quality.

Prefeed Date:

Wednesday, February 15, 1995 (1630-1700)

Telstar 401 Coordinates:

Ku-Band Transponder 7U/Vertical Polarity/
11925 MHz/Audio 6.2 & 6.8

Feed Date:

Thursday, March 2, 1995 (1300-1330)

Telstar 401 Coordinates:

Ku-Band Transponder 8/Horizontal Polarity/
11915 MHz/Audio 6.2 & 6.8

For additional information about the 1995 WORLD'S LARGEST CONCERT, see page 2 of the January issue of the *PBS Learning Services Newsletter*.

FREE DISCOVER ENGINEERING TELECONFERENCE: FEBRUARY 22

In celebration of National Engineers' Week, National Technological University (NTU) will sponsor a free live teleconference titled **DISCOVER ENGINEERING - THE ROAD LESS TRAVELED**. The teleconference, which will feature women in engineering and describe career opportunities for women engineers, will provide U.S. middle/high school students, science teachers and school counselors with an interesting insight into the work and career opportunities of engineers. In addition, the **DISCOVER ENGINEERING** telecast will serve as the centerpiece of open houses at many industrial, government and college locations around the country.

Scheduled speakers include Dr. Carol McConica, associate professor of chemical engineering at Colorado State University; Dr. Kristina Johnson, associate professor of electrical engineering at the University of Colorado-Boulder; and Dr. Carolyn Meyers, associate professor of mechanical engineering and associate dean of the Georgia Institute of Technology. Registration is required for technical reception information and program handouts.

Feed Date:

Wednesday, February 22, 1995 (1-2:30 pm ET)

Satellite Delivery:

Ku-Band Compressed Digital Video
or
C-Band Analog Transmission

PBS K-12 Learning Services has obtained permission for all PBS stations and related agencies (state departments of education, school and university ITFS, nonprofit educational cable systems) to downlink this teleconference free of charge. There are one-year unlimited broadcast, educational off-air record and duplication rights from original broadcast date (OB). To register, call Gail Cusimano, NTU, at 303-495-6422; or fax 303-498-0501.

3-2-1 CLASSROOM CONTACT FEED: MARCH 6-9

All PBS stations are invited to include 3-2-1 **CLASSROOM CONTACT** (30/15), free of charge, in their upcoming ITV schedules. Produced by the Children's Television Workshop and funded by the National Science Foundation, the series uses the combined power of television and print to stimulate students' natural curiosity about science. To participate in the NISS feed from March 6-9, stations must return the 3-2-1 **CLASSROOM CONTACT** Response Form which was mailed with the January *PBS Learning Services Newsletter*. For more information, call Tom Flavell at 703-739-5402 or email tflavell@pbs.org

SCHOOL ASSESSMENT RESOURCE PROGRAMS REFEED: MARCH 24

PBS K-12 Learning Services will refeed **ASSESSING THE WHOLE CHILD** (1/18) and **PORTFOLIO ASSESSMENT & HIGH TECHNOLOGY** (1/10), two resource programs produced by the National Center for Research on Evaluation, Standards, and Student Testing (CRESST). For descriptions about these free programs, see the November and October '94 issues of the *PBS Learning Services Newsletter* or call Tom Flavell at 703-739-5402 or email tflavell@pbs.org

Refeed Date:

Thursday, March 24, 1995 (1100-1130)
(Repeat: 1130-1200)

Telstar 401 Coordinates:

Ku-Band/7Upper/Vertical Polarity/11925 MHz/
Audio 6.2 & 6.8

There are unlimited broadcast, educational off-air record and duplication rights for one year from original broadcast date (OB) by public television stations and related agencies (i.e., school or university ITFS, closed circuit or educational cable). Free reproducible print materials are available through CRESST for both programs. For more information, call Dr. Ron Dietel, CRESST, at 310-206-1532; or fax 310-794-8636.

TWO FREE ITV PROGRAMS AVAILABLE IN SEPTEMBER

PBS K-12 Learning Services is pleased to announce that MATH TALK (formerly SQUARE ONE TV MATH TALK) and DIFFERENT AND THE SAME, two free ITV series for public television stations, will be available in September for inclusion in '95-96 ITV schedules.

- **MATH TALK (20/15)** – brings mathematics into the classroom in ways that are fun for students as host, Maria Lopez and her sidekick, Buster the Parrot answer calls from kids and adults who have mathematical dilemmas. Produced by Children's Television Workshop, MATH TALK is available free to all public television stations (including closed circuit and ITFS rights for stations) with unlimited releases through August 31, 1998. Pre K-12 schools may record the programs off-air for classroom use through August 31, 2003, at no cost. Outreach materials include videocassettes and a teacher's guide (please note stations may order bulk copies of the teacher guide at a discounted price of \$11.95, a minimum quantity is required). To order videocassettes or guides write to PBS VIDEO, 1320 Braddock Place, Alexandria, VA 22314 or call 1-800-344-3337. In addition, a staff development video-training component is planned and will be available for broadcast in late 1995. Tentative plans include two 15-20 minute video programs with accompanying guides. More detailed information is not available at this time. Watch future issues of the *PBS Learning Services Newsletter* for more information including specifics about feed dates/times.
- **DIFFERENT AND THE SAME (9/15)** – is a series for early elementary school children designed to help children talk about, understand and combat racism. DIFFERENT AND THE SAME, produced by Family Communications Inc., is available free to all public television stations (including ITFS and closed circuit rights for stations) with unlimited releases through August 31, 1999. Pre K-12 schools may record the programs off-air during the broadcast period and keep the off-air recording for classroom use through July 1, 2003, at no cost. Free teacher

guides will also be available to public television stations. Future issues of the *PBS Learning Services Newsletter* will include additional information, including feed dates/times.

For more information about MATH TALK or DIFFERENT AND THE SAME, please call K-12 Learning Services at 703-739-5402 or email tflavell@pbs.org

ROMAN CITY MODULES AVAILABLE FOR UPCOMING ITV SCHEDULES

ROMAN CITY MODULES (3/20's) is a leased ITV series available from PBS K-12 Learning Services for the '95-96 school year. Targeted to grades 5-12 history classes, the series explores the glories of ancient Rome. Hosted by Author-Illustrator David Macaulay and based on his widely acclaimed book, each module combines live-action documentary sequences with portions of an animated story. A preview tape and sample teacher's guide are available for station's considering the series; please call Tom Flavell at 703-739-5402 or email tflavell@pbs.org

ADULT LEARNING SERVICE

ALS STATION RIGHTS LIST FOR WINTER-SPRING '95

A comprehensive list of both broadcast and non-commercial cable rights for all the programs in the ALS winter-spring '95 schedule has recently been mailed to Adult Learning Liaisons and Program Managers at all public television stations. Stations, particularly those scheduling second broadcast or cable channels, will find this list a useful resource. The list is divided by program type — telecourses; short courses; resource programs; and live videoconferences — and includes rights information and fees charged, if any, on all the programs listed in the *ALSS Programming Line-Up for Winter-Spring '95*. If you did not receive this list and would like a copy please call Christa Arvantes, PBS ALS, at 703-739-5332.

**MAKING IT WORK FOR WORKFORCE
SKILLS...FROM THE WRITING ACROSS
THE CURRICULUM SERIES:
FEBRUARY 22**

From the award-winning WRITING ACROSS THE CURRICULUM series, the "Making It Work For Workforce Skills" videoconference focuses on specific strategies that faculty, leaders in education, business and the community may use to develop projects that help prepare young people for the literacy demands of work in the information age. This program builds upon audience response to the successful 1994 videoconference and focuses on writing strategies that improve students' skills through innovative, community-based projects that extend beyond the classroom and supplement traditional instruction. The program also illustrates how all parts of the community must collaborate to address problems in education and in the community.

Feed Date:

Wednesday, February 22, 1995 (Noon-3 pm ET)

Producer: Robert Morris College. License fees: ALSS members - \$195; Other organizations - \$295. To license this videoconference, contact PBS ALS at 800-257-2578.

**EVERY CHILD CAN SUCCEED
UTILIZATION VIDEOCONFERENCE:
MARCH 30**

"Every Child Can Succeed" is a special utilization videoconference for faculty, administrators and outreach staff to explore the many uses of a new 16-part video series and course on how schools can help disadvantaged children succeed. This utilization videoconference is ideal for any institution considering the use of EVERY CHILD CAN SUCCEED or those about to embark on a restructuring effort. The video series will next be available from ALSS beginning on March 10, 1995.

Feed Date:

Thursday, March 30, 1995 (3:30-5 pm ET)

Producer: Agency for Instructional Technology (AIT). License fees: ALSS Associates - \$150; Others - \$250; *Free* to organizations licensing the EVERY CHILD CAN SUCCEED series. For more information on the series and/or to license the videoconference, please contact PBS ALS at 800-257-2578.

**A WRITER'S EXCHANGE PREVIEW:
MARCH 2**

"A Writer's Exchange" videoconference will preview an all new English composition telecourse available from Dallas Telecourses and PBS in fall '95. Timed to give station and telecourse coordinators with advanced information and notice, this videoconference will review the telecourse's content and software component and will discuss how the modular course design can be adapted to several applications and learning styles. The panelists will also discuss how A WRITER'S EXCHANGE responds to the new emphasis on collaboration in student writing.

Feed Date:

Thursday, March 2, 1995 (Noon-1:30 pm ET)

Producer: Dallas County Community College District. For further information, please contact PBS ALS at 800-257-2578.

GOING THE DISTANCE UPDATE

Since the successful launch of Going The Distance (GTD) in August '94, the PBS Adult Learning Service (ALS) has received numerous inquiries from public television stations and colleges expressing interest in the project. As a result of these inquiries, ALS has begun work on plans for Phase II of the project for the '95-96 academic year. The timeline for Phase II ('95-96) is as follows:

- *December 15, 1994* – A draft solicitation packet for participation in Phase II of GTD was sent to the members of the GTD Advisory Group for their input and feedback. (See list of Advisory Group members on pages 7-8). Advisors were asked to provide feedback by mid-January '95.

- *January 30, 1995* – Participation materials were sent to all public television stations.
- *March 24, 1995* – Stations and colleges interested in becoming part of the GTD project will be asked to respond to the participation questionnaire.
- *May 2, 1995* – Phase II participants will be announced during Going The Distance Update Videoconference (2-3:30 pm ET).

The Phase II materials include an invitation letter that stipulates the basic criteria for participation in the second year of Going The Distance; a fact sheet that includes timeline, project description, benefits and responsibilities; a Going The Distance brochure; and a questionnaire. If you have any questions, please call Fiona Macintyre, PBS ALS, at 703-739-5086.

GOING THE DISTANCE ADVISORY GROUP

Following is a list of advisory group members for READY TO EARN's Going The Distance Program:

- ❖ **Judy Stone**
Executive Director
Alabama Public Television
- ❖ **Leslie Purdy**
President
Coastline Community College
- ❖ **Sally Beaty**
President
INTELECOM
- ❖ **Suzanna Spears**
Dean of Extended Studies
Pikes Peak Community College
- ❖ **Sally M. Johnstone**
Director
Western Interstate Commission for Higher Education (WICHE)
- ❖ **Joanne Grason**
Senior Project Officer
Annenberg/CPB Project
- ❖ **Carol S. Miner**
Campus President
Florida Community College at Jacksonville/Open Campus
- ❖ **Pamela Johnson**
Director, Educational Communications
Iowa Public Television
- ❖ **Nofflet Williams**
Associate Dean for Distance Learning
University of Kentucky
- ❖ **Matthew J. Martinez**
Coordinator of Video Services
Delgado Community College
- ❖ **Homer Dyess**
Director of Education Services
Louisiana Public Broadcasting
- ❖ **Jacques DuBois**
Director
Prince Georges Community College/
Telecommunications & Weekend Program
- ❖ **Constance P. Julius**
Director of Telecommunications
Michigan Community College Association
- ❖ **Jack G. McBride**
General Manager
Nebraska ETV Network
- ❖ **William Seaton**
Director of the Center for Directed and Independent Adult Learning
Thomas A. Edison State College
- ❖ **Carol Bosley**
Director, Educational Program Services
WVIZ/Cleveland
- ❖ **Ray Pirk**
Director of Distance Learning Programs
Portland Community College
- ❖ **John J. Sousa**
Dean, Off-Campus Credit Programs
Community College of Rhode Island
- ❖ **Pamela K. Quinn**
Vice President
R. Jan LeCroy Center for Educational Telecommunications, Dallas County Community College District
- ❖ **Roger L. Boston**
Rockwell Chair
Houston Community College

❖ **Douglas Jones**

Director, Marketing & Public
Communications
Utah Education Network

❖ **Stephen Sachs**

Assoc. Dean, Instructional Technology
Northern Virginia Community College

❖ **Sue Day-Peroots**

Program Director
West Virginia University

PBS MATHLINE

PBS MATHLINE/CTIA WIRELESS DEMONSTRATION PROJECT ANNOUNCED AT THE FEDERAL COMMUNICATIONS COMMISSION

On January 12, 1995, PBS MATHLINE and the CTIA Foundation for Wireless Telecommunications announced the launch of a demonstration project that will enable math teachers to connect to resources, information and to each other whenever and wherever it is convenient for them, even if they don't have access to telephones or computers in their schools. The project was announced at an open meeting of the Federal Communications Commission.

With funding from the CTIA Foundation and cellular providers in the localities, 30 of MATHLINE's Middle School Math Project (MSMP) participants have been provided with wireless laptop computers, cellular modems and free air time in six states, supported by the participating stations listed below:

Arizona

- KAET
- KUAT

Connecticut

- WGBY

New York

- WNET

California

- KCET
- KLCS

Massachusetts

- WGBY

South Carolina

- SCETV

The FCC demonstration, conducted by Beryl Jackson, associate director of programming for MATHLINE, included a visit by FCC Chairman Reed Hundt. In Ms. Jackson's opening remarks, she addressed the fact that when she was a mathematics teacher at Frederick Douglass Junior High School in Washington, D.C., her school was not wired so she was unable to use telecommunications. She expressed excitement about the possibility of teachers being able to use wireless technology to connect classrooms to the world. Ms. Jackson led Chairman Hundt on a brief exploration of the Middle School Math Project content and focused on the reasoning standard, with text and a 30-second digitized video of this standard in action. Finally, Chairman Hundt was invited to engage in an online "live chat" with Fanni Simmons, a middle school mathematics teacher in Columbia, South Carolina. Fanni asked Chairman Hundt what he thought of wireless modems in the classroom and he responded, "I think they will revolutionize education."

For further information about the PBS MATHLINE/CTIA Wireless Demonstration Project, please contact Marianne O'Brien, PBS MATHLINE, at 703-739-7530 or email mobrien@pbs.org

PBS ONLINE

UPDATED ONLINE CONTENT BOOKLETS

PBS ONLINE has updated the *PBS Learning Link Content Guide* to include winter and spring content highlights. The booklet includes over 50 pages of in-depth descriptions of online content and projects primarily linked to PBS programming.

If you would like to receive a copy, please call PBS ONLINE customer service at 703-739-8464 or email 11-info@11.pbs.org

PTV, THE READY TO LEARN SERVICE

PTV UPDATE

With the launch of its second phase of development, PTV-The Ready to Learn Service on PBS will be offered by an additional 30 public television stations. The number of participating stations has grown to 41, now reaching 46 million homes, half of the families in America and more than 18 million children ages 2-11.

The first year PTV Model Site stations are commended for their pioneering efforts. During the implementation of the service, model sites averaged eight-and-a-half hours of children's programming per day. Between launching PTV last July and being surveyed in November, the original eleven Model Sites conducted more than 43 outreach workshops for childcare providers and parents, and distributed more than 105,600 copies of the *Ready to Learn Newsletter* and more than 40,300 copies of the broadcast calendar. These activities continue and many Phase Two stations already have initiated outreach services in their communities.

PTV PROGRAMMING AND OUTREACH REQUIREMENTS

As PTV begins its second phase of development, following is an update of the station requirements for participating in PTV-The Ready to Learn Service on PBS. For additional information, please contact Karen Santos Freeman, PTV, at 703-739-5445.

- PTV stations must run the full complement of PBS children's programs. These currently include:

Preschool: BARNEY & FRIENDS, LAMB CHOP'S PLAY-ALONG, MISTER ROGERS' NEIGHBORHOOD, THE PUZZLE PLACE, READING RAINBOW, SESAME STREET, SHINING TIME STATION, STORYTIME

School-Age: BILL NYE THE SCIENCE GUY, GHOSTWRITER, THE MAGIC SCHOOL BUS (weekly), WHERE IN THE WORLD IS CARMEN SANDIEGO?

- If a series is fed as a daily strip, the PTV station must air it daily, Monday-Friday; if a series is fed weekly, the PTV station must air it at least once a week.
- PTV stations do NOT have to run a particular number of hours of programming so long as they air the full complement of children's programs. (The aforementioned programs total six hours of daily programming, plus the additional half-hour of the weekly MAGIC SCHOOL BUS.)
- PTV stations do NOT have to run the children's programs in any particular order.
- PTV stations do NOT have to run the children's programs between any particular hours of the day.
- PTV stations may include age-appropriate non-PBS programs in their PTV schedules to extend local service beyond the NPS programs required.
- PTV stations must use the PTV on-air packaging material (branding elements and educational messages).
- PTV stations may also use local children's programming hosts and locally-produced or acquired on-air elements to customize their breaks, but they must be coordinated with the staff of PBS Advertising & Promotion.
- PTV stations must have a full-time staff member dedicated solely to local Ready to Learn activities.
- PTV stations must conduct a minimum of four education outreach workshops and appropriate follow-up activities per year.
- PTV stations must distribute the *Family Times Newsletter* and calendar (which may be customized with local information).
- PTV stations must use the CTW/PBS produced outreach materials (*Training Guide*, *Viewing & Doing Guide* and *Consolidated Outreach Videotape*) and must participate in training sessions provided by PBS.

- PTV stations must submit quarterly reports of their activities and participate in other CPB/PBS research.
- PTV stations must commit to local fundraising efforts to support their Ready to Learn activities.
- PTV stations must participate in partnerships with local community groups that are facilitated through national partnership initiatives, (e.g. National Association for the Education of Young Children, PTA).

NPS/PRIMETIME NOTES

From early-lead information available at time of press, this column identifies upcoming NPS programs for PBS stations with extended (beyond 7 days) educational off-air record rights for pre K-12 teachers, programs with PBS ONLINE components, videocassettes that are available from PBS VIDEO and/or PBS ALS off-air/off-satellite taping rights. For more detailed broadcast information about these and other NPS programs, check with your station program or public information director.

Be sure to check local listings for dates and times. Times reported are all ET and dates are from the PBS National Program Service Schedule.



Extended Educational Off-Air Record Rights

EB refers to each broadcast

OB refers to original broadcast

Note: When educational off-air record rights are not listed for programs with video-cassette or ALS offers, readers should assume 7 days until the final information from the NPS program offer is on file with your station program director



Online component on PBS ONLINE's Learning Link, call 703-739-8464 or email ll-info@ll.pbs.org



PBS VIDEO available, call 800-344-3337



PBS Adult Learning Service (ALS) off-air or off-satellite taping rights available for life of tape, call 800-257-2578

MARCH 1995

THE CHENILLE SISTERS: MAKING RHYTHM

Friday, March 3, 1995 (10:30-11 pm)

This program profiles the comedy/performance group the Chenille Sisters, a trio of musicians who use humor and music to comment on the events of everyday life.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 1 year EB

THE SECRET OF LIFE (R)

"The Immortal Thread"

Tuesdays beginning March 21, 1995 (10-11 pm)

This eight-part series reveals how scientists' ability to decipher and manipulate human genes will transform medicine and perhaps the human race. EDUCATIONAL OFF-AIR RECORD RIGHTS: 3 yrs. OB
PBS ALS: Off-air/satellite taping rights for life of tape (a full-college credit course is also available for this program)

EDGAR ALLEN POE: TERROR OF THE SOUL

An "American Masters" Special

Wednesday, March 22, 1995 (9-10 pm)

This one-hour AMERICAN MASTERS special reveals Poe's creative genius and personal experiences through dramatic recreations of important scenes from his work and life.

EDUCATIONAL OFF-AIR RECORD RIGHTS:

Expire 3/22/96

PBS ALS: Off-air/satellite taping rights for life of tape

DIAMONDS IN THE SNOW

Wednesday, March 22, 1995 (10-11 pm)

Three women born in the Polish city of Bendzin, one the filmmaker, explore their experiences as Jewish children hidden by Christians from Nazi extermination.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 1 year EB

ROAD SCHOLAR

Thursday, March 23, 1995 (8-9 pm)

Andrei Codrescu, award-winning writer, poet and commentator on National Public Radio's "All Things Considered," takes a road trip through America encountering a host of bizarre and uniquely American people and places. The trip is his ritual of becoming an American; a native Romanian adopting a new homeland.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 1 year EB

MASTERPIECE THEATRE



"Charles Dickens' Martin Chuzzlewit"

Sundays, March 26-April 23, 1995 (9-10 pm)

This Dickens classic mixes broad comedy, moving drama and a suspenseful murder mystery into the story of a scramble for the Chuzzlewit inheritance by a group of scheming, hypocritical characters.

EDUCATIONAL OFF-AIR RECORD RIGHTS:

Expire 3/26/96

PBS VIDEO: \$295 plus s/h (only 5-part series available)

SCIENTIFIC AMERICAN FRONTIERS



"It's a Kid's World"

Wednesday, March 29, 1995 (8-9 pm)

This program explores the use of special devices to aid disabled children in communication skills. Other subjects include how kids perceive magic; the development of Cog, a humanoid robot with the mental and physical powers of the average six-month-old baby; children with extraordinary language skills; and an update on babies' babbling.

EDUCATIONAL OFF-AIR RECORD RIGHTS:

Life of Tape

PBS ONLINE: A teacher's guide that includes lesson plans and activities

DISCOVERING WOMEN



"High Energy/Jewels in a Test Tube"

Wednesday, March 29, 1995 (9-11 pm)

This 3-part series, narrated by Michelle Pfeiffer, presents the professional and personal stories of six notable women scientists whose work is invaluable to understanding the world. The first episode highlights the work of high-energy Physicist Melissa Franklin and Biochemist Lynda Jordan.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 3 yrs. OB

PBS ONLINE: Content area planned

HOME WATERS



Thursday, March 30, 1995 (8-9 pm)

Host Robert Perkins travels 400 miles down the Connecticut River in a hand-made birch bark canoe. Beginning at the Canadian border and ending on Long Island, Perkins offers personal insight on his discoveries via a camera mounted on his canoe. Full of humor and adventure, Perkins paints a stunning portrait of New England in Autumn.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 1 year EB

TALKING WITH DAVID FROST



Friday, March 31, 1995 (10-11 pm)

World renowned figures in politics, art and science are the subject of candid, revealing interviews with Emmy Award-winning journalist David Frost.

PBS VIDEO: \$69.95 plus s/h

APRIL 1995

EYEWITNESS



"Cat"

Mondays beginning April 3, 1995 (8:30-9 pm)

This 13-part series presents a dazzling wildlife tour. Combining fact, history, anecdote, myth and legend, it explores an astonishing array of creatures focusing on a specific animal in each episode.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 1 year EB

PBS VIDEO: \$49.95 plus s/h for each; \$525 plus s/h for entire series

WEB OF LIFE: EXPLORING BIODIVERSITY



Monday, April 3, 1995 (9-11 pm)

This program is a celebration of a new way of looking at life and ecology – biodiversity. The show combines science, environmentalism, music, field exploration and amazing wildlife.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 1 year EB

THE NEW EXPLORERS



"The Sounds of Discovery"

Wednesday, April 5, 1995 (8-9 pm)

Recent advances in the technology of acoustics have given scientists new insights into a variety of fields such as submarine warfare tactics and the study of whale communications. In this episode, THE NEW EXPLORERS team monitors whale migration by listening to their unique language in hopes of protecting them in the future.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 1 year EB

DISCOVERING WOMEN



"Earth Explorer/Secrets Underground"

Wednesday, April 5, 1995 (9-11 pm)

This 3-part series, narrated by Michelle Pfeiffer, presents the professional and personal stories of six notable women scientists whose work is invaluable to understanding the world. The second episode highlights the work of Geophysicist Marcia McNutt and Archaeologist Patty Jo Watson.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 3 yrs. OB

PBS ONLINE: Content area planned

PEOPLE IN MOTION:



AN INNOVATION MINISERIES

"Ready To Live"

Friday, April 7, 1995 (9-10 pm)

This program looks at the ways adaptive technologies help people with disabilities find independence. Segments include profiles of a world class runner who uses an advanced prosthetic leg, a Bosnian soldier whose life was transformed by a pair of artificial hands, a national disability rights activist who is one of the founders of the "Independent Living Movement" and a woman who inspired a revolution in wheelchair design and construction.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 1 year EB

WATER



Friday, April 7, 1995 (10-11 pm)

This one-hour special examines the most crucial aspect of environmental protection today: economics. WATER explores how financial decisions determine if we'll save or squander our fresh water resources. Science correspondents from the U.S., Australia, Mexico and New Zealand report people's precarious reliance on the world's fragile water cycle, and the consequences of treating water as a limitless commodity. WATER is hosted by James Earl Jones.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 1 year EB

SHINING TIME STATION FAMILY SPECIAL



"Second Chances"

Wednesday, April 12, 1995 (8-9 pm)

In this special, Jack Klugman guest stars as Max, a town recluse who helps teach a confused young man how to have pride in himself.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 1 year EB

DISCOVERING WOMEN



"Silicon Vision/DNA Detective"

Wednesday, April 12, 1995 (9-11 pm)

This 3-part series, narrated by Michelle Pfeiffer, presents the professional and personal stories of six notable women scientists whose work is invaluable to understanding the world. The third episode highlights the work of Computational Neuroscientist Misha Mahowald and Molecular Biologist Lydia Villa-Komaroff.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 3 yrs. OB

PBS ONLINE: Content area planned

PEOPLE IN MOTION:



AN INNOVATION MINISERIES

"Redesigning the Human Machine"

Friday, April 14, 1995 (9-10 pm)

This program explores the use of virtual reality as a learning tool for children with disabilities, an assistive technology for people with Parkinson's disease and a form of empowerment. Also examined are the potential use of robotics to assist people with limited mobility and how the latest generation of technology known as "cochlear implants" can help some people hear.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 1 year EB

NATURE: NOMADS OF THE WIND (R)



"The Faraway Heaven"

Sunday, April 16, 1995 (8-9 pm)

This five-hour miniseries tells the story of Polynesia and the courageous seafaring people who first discovered and settled the countless islands of the South Seas.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 1 year EB

BASEBALL (R)



Beginning Monday, April 17, 1995 (9-11 pm)

This series takes viewers on an unforgettable journey through America's history – from the middle of the 19th century to the present. Through its nine "innings," audiences discover the richness of our nation's heritage through the lives, memories, words and commentary of players, writers, broadcasters and fans.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 1 year EB

PBS ONLINE: Teacher's guide

PBS VIDEO: Each inning is sold in two parts, the top and bottom of the inning. Each part of an inning is \$49.95 plus s/h; the entire series is \$495 plus s/h

PBS ALS: Off-air/satellite taping rights for life of tape

THE HUMAN QUEST



"The Nature of Human Nature/The Social Brain"
Tuesday, April 18, 1995 (8-10 pm)

This program deals with the development of the human brain and looks specifically at the brain's role in social behavior.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 1 year EB

THE HUMAN QUEST



"Consciousness/The Way of Science"
Wednesday, April 19, 1995 (8-10 pm)

This program examines the aspects of consciousness and scientific thinking of the human brain.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 1 year EB

THE NOBEL LEGACY



"How Are You Feeling, Mr. Jacobs?"

Friday, April 21, 1995 (9-10 pm)

This three-part series illuminates the Nobel sciences – physics, chemistry and medicine – through metaphors from art, music and literature. Filmed all over the world, the programs provide a fresh perspective on how science has shaped the human condition.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 3 yrs. OB

PBS ALS: Off-air/satellite taping rights for life of tape

NATURE: NOMADS OF THE WIND (R)



"Crossroads of the Pacific"

Sunday, April 23, 1995 (8-9 pm)

This five-hour miniseries tells the story of Polynesia and the courageous seafaring people who first discovered and settled the countless islands of the South Seas.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 1 year EB

THE NOBEL LEGACY



"Why Bother?"

Friday, April 28, 1995 (9-10 pm)

This three-part series illuminates the Nobel sciences – physics, chemistry and medicine – through metaphors from art, music and literature. Filmed all over the world, the programs provide a fresh perspective on how science has shaped the human condition.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 3 yrs. OB

PBS ALS: Off-air/satellite taping rights for life of tape

NATURE: NOMADS OF THE WIND (R)



Burning Their Boats"

Sunday, April 30, 1995 (8-9 pm)

This five-hour miniseries tells the story of Polynesia and the courageous seafaring people who first discovered and settled the countless islands of the South Seas.

EDUCATIONAL OFF-AIR RECORD RIGHTS: 1 year EB

ONGOING NPS SERIES WITH EXTENDED OFF-AIR RECORD RIGHTS

Don't forget these ongoing and limited NPS series for PBS stations with extended educational off-air record rights for pre K-12 teachers. For additional information about PBS ONLINE components and PBS VIDEO offers, contact the appropriate service listed on the back of this newsletter.

THE AMERICAN EXPERIENCE

PBS VIDEO Offer

BARNEY AND FRIENDS

Educational Off-Air Record Rights: Expire 4/98

BASEBALL (R)

Educational Off-Air Record Rights: 1 year EB

PBS ONLINE Component

PBS VIDEO Offer

BILL NYE THE SCIENCE GUY

Educational Off-Air Record Rights: 3 years OB

CHARLIE ROSE

Educational Off-Air Record Rights: 1 year EB

CIAO ITALIA

Educational Off-Air Record Rights: 3 years OB

CLUB CONNECT

Educational Off-Air Record Rights: 90-day OB

PBS VIDEO Offer

EYEWITNESS

Educational Off-Air Record Rights: 1 year EB

PBS VIDEO Offer

FRONTLINE*

Educational Off-Air Record Rights: 1 year EB

PBS ONLINE Component

PBS VIDEO Offer

FUTURE QUEST

Educational Off-Air Record Rights: 1 year EB

GHOSTWRITER

Educational Off-Air Record Rights: 3 years OB
PBS ONLINE Component

IN THE MIX

Educational Off-Air Record Rights: 3 years OB

LAMB CHOP'S PLAY-ALONG

Educational Off-Air Record Rights: Expire 5/97
PBS ONLINE Component

THE MACNEIL/LEHRER NEWSHOUR

Educational Off-Air Record Rights: 1 year EB
PBS VIDEO Offer (programs ordered by date of
broadcast and available 3 months in arrears)

THE MAGIC SCHOOL BUS

Educational Off-Air Record Rights: 3 years OB
PBS ONLINE Component

MISTER ROGERS' NEIGHBORHOOD

Educational Off-Air Record Rights: 1 year EB
PBS ONLINE Component

NATURE

Educational Off-Air Record Rights: 1 year EB

NEWTON'S APPLE

Educational Off-Air Record Rights: 3 years OB
PBS ONLINE Component

THE NEW YANKEE WORKSHOP

Educational Off-Air Record Rights: 1 year EB

READING RAINBOW

Educational Off-Air Record Rights: 3 years OB
PBS ONLINE Component

THE PUZZLE PLACE

Educational Off-Air Record Rights: 3 years OB
PBS ONLINE Component

THE SECRET OF LIFE (R)

Educational Off-Air Record Rights: 3 years OB
PBS ALS Offer

SESAME STREET

Educational Off-Air Record Rights: 1 year EB

SHINING TIME STATION

Educational Off-Air Record Rights: Expire 12/97
PBS ONLINE Component in development

STORYTIME

Educational Off-Air Record Rights: 1 year EB

THIS OLD HOUSE

Educational Off-Air Record Rights: 1 year EB

TONY BROWN'S JOURNAL

Educational Off-Air Record Rights: 1 year EB

WALL STREET WEEK WITH LOUIS RUKEYSER

Educational Off-Air Record Rights: Life of Tape

WHERE IN THE WORLD IS CARMEN SANDIEGO?

Educational Off-Air Record Rights: 1 year EB
PBS ONLINE Component

**Rights apply to new programs only*

OTHER NPS NEWS**LA TRAVIATA FEATURED IN
BACKSTAGE/LINCOLN CENTER**

BACKSTAGE/LINCOLN CENTER "La Traviata From Beginning to End" features host Sherrill Milnes with Renata Scotto, Terrence McNally and Michael Beckerman discussing three of La Traviata's defining moments. This episode is a companion piece to LIVE FROM LINCOLN CENTER "New York City Opera La Traviata," and offers pre K-12 teachers off-air record rights of 1 year from each broadcast (EB). Classroom discussion questions for "La Traviata From Beginning to End" will be sent to stations for distribution and will be available on PBS ONLINE's Learning Link. This program is an NPS offering, so ITV scheduling should be coordinated with your station's programming department.

Soft Feed Date:

March 6, 1995 (5:-5:30 pm ET)

Telstar 401 Coordinates:

5A5/Digital/Ku Band

**THE HUMAN QUEST OUTREACH
CAMPAIGN**

THE HUMAN QUEST, premiering on PBS April 18-19, 1995, is a scientific journey to discover what it is that makes humans human. The series offers pre k-12 teachers extended off-air record rights of 1 year from each broadcast (EB). In addition, KCET/Los Angeles in partnership with the Humanitas Program and the Los Angeles Education Partnership is launching a national

outreach program offered to high school educators throughout the country to increase their scientific literacy and to help students explore the connection between the scientific and social worlds. The outreach campaign includes a teacher's guide with episodic synopses and classroom discussion exercises and activities; and a symposium for high school educators to be held in southern California (date and location TBA prior to the series air date). The outreach campaign is supported by grants from McDonnell Douglas and The L.K. Whittier Foundation. For more information call KCET at 213-953-5367.

LEGISLATIVE UPDATE

Marcia Knudson of America's Public Television Stations (APTS) and member of the PBS Learning Services Committee, contributed the following column about upcoming prospects for education in the 104th Congress.

EDUCATION OUTLOOK FOR THE 104TH CONGRESS

The new majority in the House of Representatives has renamed the Education and Labor Committee. It is now the Economic and Educational Opportunity Committee. This name change signals the agenda of the House in education policy for this session of Congress.

Under the leadership of Chairman Bill Goodling (R-PA) the committee is currently examining the appropriate federal role for education. Goodling has expressed interest in consolidating many existing programs (also known as block granting), which he believes will ensure better delivery, cut costs and allow more flexibility at the local level. He has also mentioned the possibility of revisiting some of the education legislation passed in the last session of Congress, like Goals 2000 and the ESEA (Elementary and Secondary Education Act) reauthorization.

Two relatively new California members will chair the House education subcommittees. Randy "Duke" Cunningham will chair the Children, Youth and Family subcommittee. He has been a supporter of technology programs and public television. Buck McKeon will chair the Postsecondary Training and Lifelong Learning subcommittee.

The ranking minority member on the committee is Bill Clay from Missouri. He takes over as the top Democrat from Bill Ford, who retired. Clay has been on the education committee for many years, but not as an active member, as he was busy chairing the Post Office and Civil Service Committee. Clay is opposed to the Block Grant process, because it often leads to reductions in funding and prevents the dollars from getting to the neediest children. He believes the purpose of federal support for education should be to help those who need it the most.

In the Senate, there will be less change. Nancy Kassebaum (R-KS) will lead the Labor and Human Resources committee. Jim Jeffords (R-VT) will chair the Education, Arts and Humanities subcommittee (there is only one in the senate). Neither wishes to re-examine the education legislation from the last Congress. Jefford's subcommittee has jurisdiction over the endowments and plans to get right to work on the reauthorization of the National Endowment of the Arts. He will also be examining the relationship between education and the economy. Jeffords is very supportive of educational technology.

FUNDING

ANNENBERG/CPB HIGHER EDUCATION PROJECT PROPOSALS: DEADLINE JUNE 1995

During 1995, the Annenberg/CPB Higher Education Project will award up to \$2 million for the development of two technology related initiatives. The first initiative is for the development of 2-3 multimedia courses in areas such as biology, science, government or history for national distribution to colleges and high schools. The Project expects to award up to \$1.5 million for this initiative and the deadline for proposals is **June 1, 1995**. The second initiative is for the activities of 2-3 teams who will collect, analyze and disseminate information about how a cluster of widely taught courses is being re-designed for students using technology. This initiative will receive the remaining \$500,000 and the deadline for proposals is **June 15, 1995**. For a copy of the guidelines write to The Annenberg/CPB Projects, 901 E Street, NW, Washington, DC 20004-2037 or call 202-879-9644.

OTHER NEWS

DESIGNATED READER PARTNERSHIP

In fall 1994, the Designated Reader Partnership was formed as a non-profit organization to promote reading aloud to children and to make parents and other adults aware that this important activity helps children succeed in reading, writing and speaking. The Partnership is working to build a coalition of partners to popularize the concept of "designated readers." Current partners include Children's Television Workshop (CTW), other leading broadcast and cable television networks, the Library of Congress, academic institutions and the American Library Association. CTW's *SESAME STREET* kicked off the initiative in its November 1994 premiere episode featuring Big Bird and his "designated reader," actor-comedian Sinbad. Additional program segments and public service announcements are planned to appear throughout 1995.

By establishing the act of reading aloud as an integral part of every family's day, the "designated reader" concept will support and amplify the efforts of existing literacy organizations. Convincing more parents, siblings, mentors and other adults to read aloud to young children may help curb illiteracy and also provide an opportunity for adults who may need remedial help to work with books designed for children without fear or embarrassment. For more information about this initiative, contact Mallika Chopra at 212-752-1900.

PRINT RESOURCES

SCHOOL TO WORK OPPORTUNITIES

The Department of Education and Labor has developed a *School to Work* brochure (see enclosure) to assist employers, educators, parents, students, labor organizations and community-based organizations with preparing youths to graduate from school and move to a first job or to continued education and training. To receive additional brochures, write to School to Work Information Center, Mary Switzer Building, Room 4080, 330 C Street, SW, Washington, DC 20202 or call 202-260-7278.

FREE PARENT'S GUIDE ABOUT COLLEGE NOW AVAILABLE

The U.S. Education Department has released a second edition of *Preparing Your Child for College: A Resource Book for Parents*, offering parents a step-by-step guide to help children achieve their education goals. The book includes discussion about high school academic courses, college entrance exam preparation, college admission requirements, college costs and financial planning. For a free copy of the book write to Consumer Information Center, Department 510B, Pueblo, CO 81009 or call 800-USA-LEARN.

INTERNET RESOURCES

The following Internet resources include at least one address and sometimes more, because some resources are available through multiple network tools. The network addresses are always listed in the same order after each resource:

World Wide Web (WWW)*

Gopher

Email

FTP

Telnet

WAIS

*A WWW address is called a URL (Uniform Resource Locator) and always begins with a string of characters followed by a colon and two forward slashes. For example:

<http://www.cpb.org>

APTS JOINS THE WEB

The Association of America's Public Television Stations (APTS) now has a public site on the World Wide Web. Current information includes background about APTS, links to APTS position papers, links to fact sheets about public television, links to other public broadcasting sites and a recent call to action regarding Newt Gingrich's plan to "zero out" funding for public broadcasting. The APTS site, like all sites on the Internet's Web, is under construction.

World Wide Web:

<http://www.universe.digex.net/~apts>

THOMAS: LEGISLATIVE INFORMATION ON THE INTERNET

The Library of Congress recently announced a new Internet database for individuals to search and access the full text of recent or past legislation. In the spirit of Thomas Jefferson, the Library's service "Thomas," includes the full text of legislation for the 103rd and 104th Congress. Also available is the full text of the Congressional Record; How Our Laws Are Made, an explanation of the lawmaking process from the origin of a legislative proposal through its publication as a law; and pointers to the House and C-SPAN gophers.

World Wide Web:

<http://thomas.loc.gov/>

NATIONAL SERVICE LEARNING CLEARINGHOUSE FOR K-12

The National Service Learning Clearinghouse for K-12 gopher server is part of a 3-year federal grant from the Corporation for National Service, which houses the old ACTION and VISTA programs, the new AmeriCorps program, and Learn and Serve America, the K-12 education portion of national service. The National Information Center gopher provides access to online searching of resources, programs and organizations.

Gopher:

<gopher.nicsl.coled.umn.edu>

THE FOUNDATION CENTER JOINS WWW ACTIVITY

The Foundation Center, an independent nonprofit organization established by foundations in 1956 to increase public understanding of the foundation field, has set up a center on the World Wide Web. Under development, the Internet site offers basic information about Center activities and its comprehensive and up-to-date database on foundations and corporate giving programs, and publishes The Foundation Directory – the classic reference work for grantseekers – and some 50 other directories, guides and research reports. Information from the database is available

electronically through custom searching and online services. Center information is provided free to the public at five Foundation Center libraries and approximately 200 cooperating libraries across the country.

World Wide Web:

<http://fdncenter.org/>

SCHOLASTIC NETWORK ANNOUNCES NEW INTERNET STUDENT MAGAZINE

SCHOLASTIC NETWORK recently announced the first issue of *Press Return*, a new, multimedia magazine for middle and high school students. Materials for *Press Return* were created by student members of Scholastic Network, Scholastic Inc.'s online service for K-12 students and educators and are available on the Internet via World Wide Web or gopher. Students submitted their work to a panel of online magazine advisors who made their selections, then passed those pieces on to professional editors and writers at Scholastic Inc., for comment and review. Each student whose writing was chosen for publication was assigned a Scholastic editor with whom to collaborate. The revised pieces were published in the magazine. The first issue of the magazine has the theme "My Town". Students have written a range of pieces that focus on their communities, their friends and their feelings about their towns.

World Wide Web:

<http://scholastic.com:2005/>

Gopher:

scholastic.com; reset the port from the standard 70 to 2003



CALENDAR

February 9-11

AECT Annual Convention & INCITE Exposition

Anaheim, CA

Contact: AECT, 202-347-7834

February 10-13

American Association of School Administrators' National Conference on Education

New Orleans, LA

Contact: AASA, 800-771-1162

February 28-March 3

International Conference on Technology and Education '95

Orlando, FL

Contact: ICTE, 512-471-4080

email: sechrest@mail.utexas.edu

March 22-25

International Distance Learning Conference

Washington, DC

Contact: 800-829-3400

March 25-27

Association for Supervision and Curriculum Development (ASCD)

San Francisco, CA

Contact: ASCD, 703-549-9110

March 27-28

International Technology Education Association's Annual Conference

Nashville, TN

Contact: ITEA, 703-860-5028

April 26-29

CEN Annual Meeting

Evanston, IL

Contact: CEN, 708-390-8700

May 10-14

PMN Annual Conference

Dana Point, CA

Contact: PMN, 303-837-8000

June 7-9

1995 Public Television Information Systems Forum

Chicago, IL

Contact: PBS, 703-739-5043

email: lstrange@pbs.org

June 9-12

Public Television Annual Meeting

Chicago, IL

Contact: PBS, 703-739-5001

June 10-14

National Utilization Conference

Jackson, MS

Contact: SECA, 803-799-5517

June 17-19

National Educational Computing Conference '95

Baltimore, MD

Contact: ISTE, 503-346-3537

email: pdkatz@oregon.uoregon.edu

June 27-30

5th Annual Conference of the Internet Society

Honolulu, HI

Contact: Internet Society, 703-648-9888

<http://www.isoc.org/inet95.html>

gopher://gopher.isoc.org/11/isoc/inet95

email: inet95@isoc.org

July 1-3

National Education Association Convention

Minneapolis, MN

Contact: NEA, 202-833-4000

August 1-6

FirstView '95

Turnberry Isle, FL

Contact: PMN, 303-837-8000

October 25-27

NSBA Technology & Learning Conference

Atlanta, GA

Contact: NSBA, 703-838-NSBA

ENCLOSURES

- ❖ *School to Work* Brochure
- ❖ "One Woman, One Vote" Teacher's Guide
- ❖ Science & Technology Week Packet
- ❖ PBS VIDEO Update for Teachers & Librarians

LEARNING SERVICES NEWSLETTER

Executive Vice-President, PBS Education: *Sandra H. Welch*

Editor: *Cindy Johanson*

Design & Layout: *Jenni McDonnell*

PBS Contributors: *Molly Breeden, Robb Deigh, Pam Fisher, Tela Hansom, Mary Harley Kruter, Beryl Jackson, Fiona McIntyre, Tom Flavell, Karen Santos Freeman, Malkia Lydia, Jenni McDonnell, Oakie Russell, Francis Thompson*

Guest Contributor: *Marcia Knutson, APTS*

CONTACTS



703-739-5402
k12@pbs.org



800-257-2578
als@pbs.org



703-739-5399



703-739-8464
info@ll.pbs.org



703-739-5071
mathline@pbs.org



800-344-3337

SUBSCRIBER SERVICES

PBS is a private, non-profit corporation owned and operated by the nation's local public television stations. A trusted community resource, PBS uses the power of non-commercial television to enrich the lives of all Americans. PBS K-12 Learning Services is dedicated to serving instructional needs of students and teachers nationwide, through and on behalf of public television stations and related educational agencies.

Subscriptions to the monthly *PBS Learning Services Newsletter* are free to PBS member stations and \$30 annually for industry related organizations. Contact PBS K-12 Learning Services by fax 703-739-7506 or email k12@pbs.org for subscription information.

A complete online ASCII version of the *PBS Learning Services Newsletter* is available via Internet listserv approximately 2-3 days prior to the hardcopy. To subscribe, send an email message to PBSLSNEWS@LL.PBS.ORG and in the BODY of the message type: SUB PBSLSNEWS Cookie Monster (assuming that your

name is Cookie Monster; if it isn't, substitute your own name). To cancel your listserv subscription, send an email message to PBSLSNEWS@LL.PBS.ORG and in the BODY of the message type: UNSUB PBSLSNEWS Big Bird (again, assuming that your name is Big Bird; if it isn't, substitute your own name).

"Excerpts" from past issues of the *PBS Learning Services Newsletter* are available on the PBS gopher server and PBS ONLINE's Learning Link. Point a gopher client to GOPHER.PBS.ORG (port 70); for information about PBS Learning Link, send an email to LL-INFO@LL.PBS.ORG

To comment on the *PBS Learning Services Newsletter* or send information for upcoming issues (due the 20th of each month), email CJOHANSON@PBS.ORG or JMC DONNELL@PBS.ORG or fax K-12 Learning Services at 703-739-7506.



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LEARNING WITH **Public** **Television**

A PUBLICATION OF THE ASSOCIATION OF AMERICA'S PUBLIC TELEVISION STATIONS

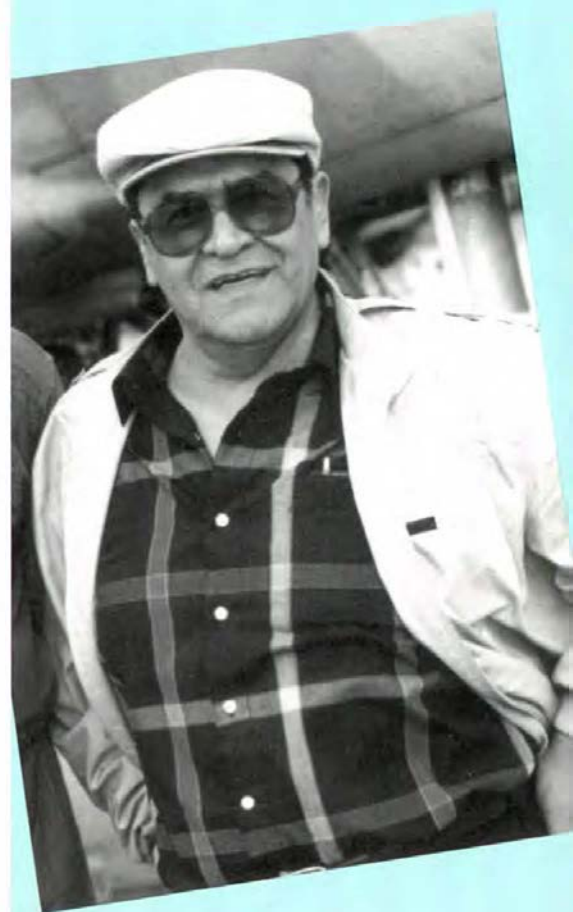
Public TV Upgrades Math and Science Education

Public television is using the incredibly rich reach of technology to bring new and exciting educational resources to students, teachers, parents and school administrators.

Throughout the country, public television is creating partnerships with major educational organizations to improve math and science education. The goal is to help American students become first in the world academically and prepare them to enter the work force with confidence and skill. Public television's contributions toward the achievement of this goal can be seen both on the television screen and in the community.

Public television is training teachers in new methods of presenting math and science content and giving them access to a whole new generation of video programs designed to meet national goals for the year 2000. Community outreach projects are urging parents to become more involved in their children's education and are providing tools to improve parent-school communication. Through partnerships of public TV state networks and chief state school officers, math and science courses are being delivered by satellite to students in districts that could not offer them otherwise. In all of these efforts, public TV is reaching out to Americans to help improve education.

- ▶ **Public TV targets nationwide improvement in math and science education through programming and outreach projects**
- ▶ **PBS unveils new math service**
- ▶ **Study finds students retain more science information when they learn it from TV**
- ▶ **A new project is taking the mystery out of math and science education reform for parents**
- ▶ **Distance learning provides access and equity to students wherever they live**



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LEARNING WITH **Public** **Television**

A PUBLICATION OF THE ASSOCIATION OF AMERICA'S PUBLIC TELEVISION STATIONS

Star Channels Solves Educational Equity Problems

Investment in Public Television Makes Kentucky A National Model

Kentucky Educational Television (KET) reaches every corner of the state, from the Mississippi and Ohio Rivers bordering the west to the Appalachian mountains looming in the east.

It does so through one broadcast channel and an additional two satellite channels that are beamed directly to schools and other public institutions throughout the state. In fact, 88 percent of Kentucky students (about 780,000 youngsters) use some kind of KET instructional programming in the classroom. This is made possible by the fact that all public schools and many other public buildings—over 1,600 in all—have state-installed satellite dishes.

Kentucky Educational Television is the largest land-based public

television network in the nation. The centrally administered system is strongly supported by the state legislature (the state provides 65 percent of KET's budget—over \$12 million), which allows KET to coordinate activities with other state agencies and citizen groups in a highly effective manner.

Centralization of funding also allows KET to bring considerable resources to bear on projects it decides to undertake. KET devotes about \$2.8 million per year to its live, interactive Star Channels programs, for example, a much larger sum than most stations could ever devote to a single educational project from locally generated funds. Most of these dollars go toward high school courses.

- ▶ Kentucky has invested in a strong educational telecommunications infrastructure
- ▶ Public television in Kentucky brings otherwise unavailable opportunities to special learning populations
- ▶ KET provides cost-effective, affordable education services that strengthen the state's economy
- ▶ Star Channels is a national model for addressing educational equity



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LEARNING WITH Public Television

A PUBLICATION OF THE ASSOCIATION OF AMERICA'S PUBLIC TELEVISION STATIONS

South Carolina ETV Serves the State and the Nation with Cost-effective Educational Telecommunications

The South Carolina Educational Television (SCETV) network creates learning opportunities for people of all ages and makes important contributions to national educational goals. SCETV was one of the first state public broadcasting networks to invest in educational technology. From a statewide closed circuit television network for schools established in the early 1960s to an extensive satellite system that will begin operating in late 1993, the network continually innovates.

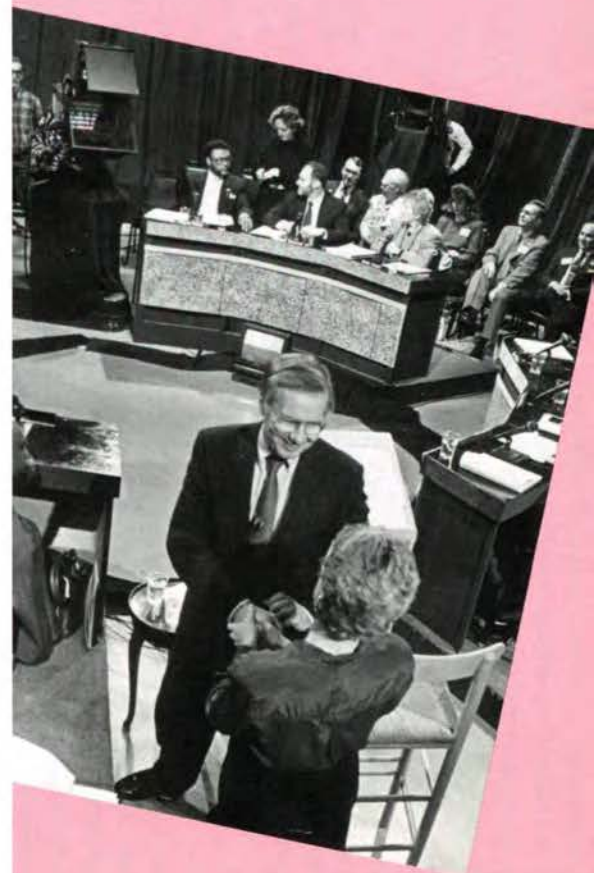
"The collaborative relationship between SCETV and the State Department of Education and public schools is one which I value highly and which should be emulated by these agencies in other states. Access to this network and to instructional television and interactive distance learning resources are significant in our efforts to provide an equitable and excellent education for the students and citizens of our state... SCETV helps make us all lifelong learners."

*Barbara Stock Nielsen,
South Carolina State
Superintendent of
Education*

SCETV's legislative appropriation represents less than one percent of the total amount spent on education in South Carolina. At the same time, the network saves the state money in numerous ways. Distributing training and information programs for state personnel over the network, for example, saves the state more than \$11 million annually over the costs of traditional training.

South Carolina ETV's solutions to educational challenges also have saved the state from costly and wasteful duplication of resources and efforts.

- ▶ Innovation in educational technology makes South Carolina a national leader
- ▶ Head Start turns to SCETV for staff training
- ▶ SCETV's leadership in teleconferencing reduces costs to state
- ▶ National outreach project on "at-risk" youth sparks citizen action
- ▶ Students, teachers and staff benefit from instruction and training
- ▶ College students and professionals earn credit and receive training



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LEARNING WITH **Public** **Television**

A PUBLICATION OF THE ASSOCIATION OF AMERICA'S PUBLIC TELEVISION STATIONS

Public Television Helps Preschoolers Want To Learn

**Provides Training, Tips and Resources to Parents
and Childcare Providers**

In communities nationwide, public television stations are helping parents, preschool teachers and childcare providers to improve the likelihood that children will succeed in school. The goal is to have all children start school ready to learn. The strategy is to give parents and childcare providers the tools and knowledge they need to make it happen.

At the national level, public television's outstanding lineup of award-winning series for preschoolers—*Sesame Street*, *Mister Rogers' Neighborhood*, *Shining Time Station*, *Barney and Friends*™ and *Lamb Chop's Play Along*—continues to motivate and excite preschoolers.

New public television initiatives combine such classic programming as

Sesame Street and *Mister Rogers' Neighborhood* with local training and materials. Another national project is training Head Start teaching teams. The project combines high technology with new uses of TVs, VCRs, telephones, facsimile machines and computers to provide seminars at remote Head Start sites.

Locally, public television stations are producing special programs that respond to specific community needs for more information on local resources. And many ready-to-learn and parenting projects take place off the screen—using community partnerships to create widespread impact.

- ▶ Public television's satellite delivers Head Start training to remote sites
- ▶ *Mister Rogers' Neighborhood* and *Sesame Street* approach the '90s with new strategies to reach youngsters—and their parents or childcare providers
- ▶ Barney, a six-foot purple dinosaur, joins the pantheon of public television's preschool teachers
- ▶ Nationwide, public television stations are helping parents identify local community resources that meet family needs



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LEARNING WITH Public Television

A PUBLICATION OF THE ASSOCIATION OF AMERICA'S PUBLIC TELEVISION STATIONS

SERC Delivers High Quality Instruction Via Satellite

Public TV Addresses Educational Equity and Excellence

The Satellite Educational Resources Consortium, Inc. (SERC) offers high quality, interactive instruction via satellite to middle schools and high schools around the nation. The alliance of state public broadcasting networks and state education departments was one of the first Star Schools grantees.

Since 1987, Star Schools, a federal program administered by the U.S. Department of Education, has funded telecommunications projects that deliver instruction to disadvantaged and rural schools. The program responds to the urgent need to improve math, science and foreign language educa-

tion in order to compete in a global economy.

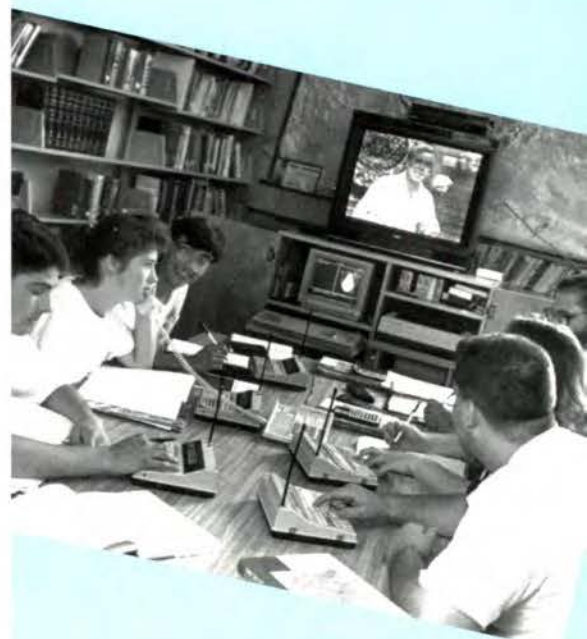
"SERC is changing the face of education in this state. For the first time I am able to guarantee equal access to critically important courses to every school district that could not offer them before. I expect to see broader opportunity for Nebraska high school graduates as a result of the SERC program."

*Dr. Joe E. Lufjeharms,
Nebraska Superintendent of Schools*

Public television was uniquely positioned to address these needs because of the infrastructure and partnerships it had in place. For decades, public TV has delivered curriculum-based programming to schools in cooperation with state education departments. Congress's passage of the farsighted Star Schools legislation spurred the development of new distance learning options like SERC.

Many schools simply would be unable to provide some courses that their students want and need without distance education.

- ▶ Public television infrastructure provides foundation for distance learning
- ▶ Recent changes and new funding make SERC services available nationwide
- ▶ How SERC works
- ▶ SERC offers distance learning courses in math, science and foreign language to students nationwide
- ▶ SERC makes excellent instruction affordable to schools with limited resources
- ▶ Unexpected benefits enhance student experiences



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LEARNING WITH **Public** **Television**

A PUBLICATION OF THE ASSOCIATION OF AMERICA'S PUBLIC TELEVISION STATIONS

Iowa Public Television Coordinates State's Educational Telecommunications Needs for Students of All Ages

Responding to its educational needs, the state of Iowa has called upon **Iowa Public Television (IPTV)** to organize and operate a statewide educational telecommunications network. Iowa has become a national leader in interactive telecommunications by taking advantage of the public television infrastructure already in place.

The state selected IPTV to manage coordination of a statewide plan for educational telecommunications in part because it has built strong, cooperative working relation-

ships with educational institutions in Iowa. The communications network IPTV is helping to develop not only will improve education for students of all ages, it will save the state millions of dollars by eliminating duplicative efforts.

Iowa's experience points to a lesson on the national level. Public television is well-positioned to become the telecommunications highway for nearly all of this country's educational services.

- ▶ IPTV coordinates state educational telecommunications
- ▶ The Iowa Communications Network—A national model for meeting state educational needs
- ▶ ICN to provide instructional programming for students of all ages
- ▶ Star Schools funds Iowa distance learning project
- ▶ Local programming meets state education and information needs



Greta M. Ivanovic

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LEARNING WITH Public Television

A PUBLICATION OF THE ASSOCIATION OF AMERICA'S PUBLIC TELEVISION STATIONS

Investment in Nebraska Educational Telecommunications Pays Off in Cost-effective Educational Partnership

More states are turning to public television and telecommunications to deliver information and instruction as America improves its education system. **Nebraska Educational Telecommunications (NET)** and the **Nebraska Educational Television Network (ETV)** offer an excellent model.

They show how a public telecommunications system can be coordinated statewide and what educational payoffs result from an investment in a statewide telecommunications infrastructure. Had the infrastructure not been in place, many of the services NET now offers might have been too costly to undertake.

Nebraska ETV educational and informational programming is available in almost every home, school and business in the state. NET serves both traditional students and others with lifelong educational needs. Much more than a TV channel, Nebraska Educational Telecommunications is a model for educators and public television organizations nationwide.

Since KUON-TV, Lincoln signed on the air in 1954, the broadcast television network has grown to nine stations and has become a nationally recognized program producer and distributor.

- ▶ **NEB*SAT**—State satellite system improves instructional delivery and lowers costs
- ▶ **Schools TeleLearning Service** delivers high quality instructional programming to students throughout Nebraska
- ▶ **Statewide higher education projects** use telecommunications to reach more students cost-effectively
- ▶ **Satellite services** link statewide and nationwide audiences
- ▶ **NET addresses national educational needs**



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LEARNING WITH **Public** Television

A PUBLICATION OF THE ASSOCIATION OF AMERICA'S PUBLIC TELEVISION STATIONS

Public TV Is Helping to Develop a First-Rate American Work Force

Most experts agree on several issues facing America during this period of economic recovery:

- ▶ Many Americans who have lost jobs will need additional education and/or retraining in order to be re-employed.
- ▶ Young adults coming into the work force will need to be better prepared.
- ▶ Teachers will require significant inservice training to meet new educational demands.
- ▶ Retraining of both teachers and workers will need to be accomplished in a cost-effective and timely manner.

- ▶ Technology can help address all of these needs.

Numerous projects underway at public television stations and organizations demonstrate the industry's commitment to helping make American workers the most competitive in the world.

These efforts are taking place in homes, in schools, in the community and at worksites throughout the country. They range from one-hour presentations that tell people where jobs are in a particular area to entire graduate degrees offered via telecommunications.

- ▶ Television courses help adults continue their education at both the undergraduate and graduate level
- ▶ Videoconferences delivered directly to worksites keep both management and labor up-to-date and provide on-site training cost-effectively
- ▶ Satellite technology delivers a wide range of inservice training programs to America's teachers and connects them to experts nationwide
- ▶ Individual public TV stations develop ways to serve highly specific local industry needs





OVERVIEW OF SERVICES

LEARNING SERVICES

PBS, in cooperation with member stations nationwide, provides learning opportunities to students of all ages, from preschoolers to adults, as part of public television's ongoing commitment to lifelong-learning. This overview provides information about PBS learning services designed to extend quality instructional programming, educational technology, and related support materials to local communities.

PBS ADULT LEARNING SERVICESM (ALS) increases distance learning opportunities for adult learners across the country by delivering, through PBS member stations, quality college-level telecourses, live interactive videoconferences and resource programming. Over 2.8 million students have earned college credit through ALS-distributed telecourses since the service began in 1981. ALS now offers over 60 telecourses from a variety of academic disciplines and maintains an enrollment of 350,000 students annually at 1,900 colleges and universities. In 1988, ALS expanded its service by establishing the Adult Learning Satellite ServiceSM which delivers, via satellite, a broad range of quality educational programming directly to colleges, universities, businesses, hospitals, and other organizations with satellite-receive equipment. ALS also provides business education and training programming through The Business Channel[®], a specialized strand of the ALSS. In addition, Going the DistanceSM, the first initiative of the Ready to EarnSM Service, responds to the growing population of adults who want to earn a college degree through distance learning. For more information, call 1-800-257-2578.

PBS K-12 LEARNING SERVICES supplies services to PBS member stations that support the effective use of educational television and related technologies in grades K-12. Its goal is to help position public television stations as the preferred providers of educational programming, telecommunications and support services nationwide. PBS K-12 Learning Services activities include increasing the flexible use of PBS primetime and children's programming by seeking extended educational off-air record rights and encouraging classroom use; distributing top-quality curriculum-based instructional television programming and teacher materials; and publishing the monthly *PBS Learning Services Newsletter*. PBS K-12 Learning Services also convenes national leaders from education organizations and public television, plus representatives from the PBS Board of Directors, to form the Learning Services Committee, a national advisory group that guides the evolution of PBS's educational services and evaluates their overall effectiveness. For more information, call 703-739-5127.

PBS LEARNING LINK[®] is the first service to be offered nationally by PBS ONLINESM and is targeted to teachers, students, parents and childcare providers. The service gives users access to resource materials, interactive projects and activity guides linked to public television programming as well as connections to other online users worldwide. Since 1985, PBS Learning Link has grown to become the number one telecommunications network for professional activities by teachers and the second most frequently used network for student learning activities, according to a national survey conducted by the Center for Technology in Education at Bank Street College of Education. PBS Learning Link works in partnership with public television stations to customize its online content to meet the education needs of local communities. With a computer and a modem, users can tap into an abundance of educational materials. For more information, call your local station or 703-739-8464.



LEARNING SERVICES

PBS MATHLINESM is an education service of public television using the power of telecommunications to provide quality resources and services for those pursuing excellence in mathematics. The primary purpose of PBS MATHLINE is to support the nation in pursuit of its goal to be first in the world in mathematics achievement by the year 2000. The Middle School Math Project (MSMP) of PBS MATHLINE is a year-long professional-development opportunity provided by public television stations for middle-grades teachers of mathematics (grades 5-8). Teachers who participate in the MSMP have access to 25 video modules of classroom teachers modeling techniques for Standards-based instruction, membership in an online learning community of 20 to 30 teacher participants facilitated by an experienced teacher, and opportunities to interact with the video instructors and online facilitators during two interactive national videoconferences. The MSMP is based on the Standards developed by the National Council of Teachers of Mathematics.

For more information, call your local station or 703-739-5071.

PBS ONLINESM is an evolving nationwide electronic information and communications network on which public television stations deliver a wide variety of learning services and resources primarily linked to public television programming. Its primary goal is to provide convenient access to these materials and bring individuals and organizations into closer working relationships with increased efficiency. Through PBS ONLINE, stations provide access to educational materials, programming information, program transcripts and other relevant materials. Additional online resources provide access to electronic messaging, including Internet mail exchange with millions of users worldwide, bulletin boards and discussion groups. Expansion plans for PBS ONLINE will emphasize multimedia programming information combining video, text, graphics, photographs and sound. With these services, PBS ONLINE promotes communications among all segments of society while enhancing the informative nature of public television in general.

For more information, call 703-739-8464.

PTV-THE READY TO LEARN SERVICE ON PBS

is a comprehensive programming and outreach service striving to maximize school readiness of children ages 2-12 (National Education Goal #1). Each weekday, local PTV public television stations broadcast a full day of quality PBS children's programs packaged with entertaining and educational breaks between shows. These specially produced educational messages encourage the development of basic learning skills like "Negotiation," "Experimentation" and "Task Completion." In addition, each PTV station, working with local community organizations and social service agencies, participates in an ongoing PTV outreach effort to supply parents, teachers, and childcare providers with materials and training to help them work with children to make television an active learning experience. The materials and training suggest activities that parents, teachers and caregivers can do with children to reinforce the educational concepts and messages after the television is turned off.

For more information, call your local station or 703-739-5399.

PBS VIDEO[®] is the audio-visual distribution arm of PBS and public television stations, working to provide the finest collection of public television programs for use in schools, businesses, libraries, and related organizations. For over 20 years, educators and librarians have valued the PBS VIDEO program collection for its high standards in video quality, award-winning collection of programming and significant contributions to America's education community. More than 1,200 public television programs are currently available through PBS VIDEO, including award-winning series like *BASEBALL*, *THE AMERICAN EXPERIENCE* and *FUTURES WITH JAIME ESCALANTE*. As part of its service, PBS VIDEO publishes annual catalogs, bimonthly newsletters and program brochures to alert educators and librarians to the newest PBS programming available on video, videodisc and videodisc. PBS VIDEO markets its materials through on-air tags, direct-mail campaigns, a field sales force, trade advertising, convention exhibits, reviews in trade publications and film festivals.

For more information, call 1-800-424-7963.



ADULT LEARNING SERVICE



PBS Adult Learning ServiceSM (ALS) increases distance learning opportunities for adult learners across the country by delivering the best in college-level telecourses, live interactive videoconferences and resource programming. Over 2.8 million students have earned college credit through ALS-distributed telecourses since the service began in 1981. ALS now offers over 60 telecourses from a variety of academic disciplines and maintains an enrollment of 350,000 students annually at 1,900 colleges and universities.

Local Public Television Stations Facilitate Adult Learning

Public television stations, in partnership with local colleges and universities, broadcast the majority of ALS telecourses, so students have the flexibility of enrolling in local college classes without being on campus full time. This partnership extends the power of education to many working adults, homemakers and other adult learners. Stations also work closely with local education partners to determine and promote the courses that best serve the needs of their communities.

ALS Programming

The following ALS programming can enrich classroom instruction; update college faculty; train administrators, management and staff; and provide other educational services for local communities:

- *Telecourses*, with complete video and print packages, cover a variety of academic disciplines. Some areas also offer Continuing Education Units for teachers.
- *Audiovisual resource programs*, including some of PBS's finest primetime programs, can be used in classes, libraries and training programs.

- *Live, interactive videoconferences* give organizations the opportunity to host local discussions featuring national experts. Videoconference topics cover cutting-edge issues in education, business, health and other fields.

The Adult Learning Satellite ServiceSM (ALSS)

In 1988, ALS established the Adult Learning Satellite Service (ALSS) to deliver, via satellite, a broad range of quality educational programming directly to colleges, universities, businesses, hospitals and other organizations with satellite-receive equipment. Although public television station broadcasts continue to be the primary means of delivering telecourses to most adult learners, ALSS extends and complements the ALS by providing a non-broadcast programming service to colleges. One ALSS benefit that college associates enjoy is early telecourse preview opportunities

that provide academic decision makers with the information they need to plan their course offerings effectively. Direct satellite programming can also be a cost-effective and convenient way for institutions to acquire video programs and provide a variety of outreach possibilities to new target audiences.

The Business Channel[®] (TBC)

The Business Channel (TBC) is a specialized strand of ALSS, providing a direct satellite service focused specifically on business education and training. Programming includes live, interactive videoconferences on vital changes in the business environment. It also delivers training and resource programs that develop skills, promote quality work and encourage productivity.

For additional information, call the Adult Learning Service at 1-800-257-2578.



GOING THE DISTANCE



Going the DistanceSM (GTD) is a new educational initiative of the PBS Adult Learning ServiceSM and public television stations in response to the growing population of adults who want to earn a college degree through distance learning. For over 13 years, public television stations in partnership with local colleges have offered telecourses to over 2.8 million adults. GTD, the first full service of the Ready to EarnSM Initiative, takes that effort to its logical next step — the development by local college-station partnerships of a two-year college degree program at a distance using telecourses and other distance learning resources. Starting in summer 1994, 22 pilot stations in partnership with 60 participating colleges began offering the GTD program.

The GTD Project

- Builds on the well-established local partnerships of public television stations and colleges with support from ALS and the Annenberg/CPB Project.
- Assists colleges in developing distance degree programs using telecourses and other media-based courses.
- Targets the underserved and the under-represented adult learners, including older, working and minority populations, as well as urban and rural populations.

- Allows a diversity of local models to develop.
- Is guided by a distinguished advisory committee of distance educators and public television representatives.

Partnerships

- Addresses a national education need by customizing the service for local participation.
- Builds on current education and outreach activities and established distance-education programs.

- Positions participating public television stations and colleges as leaders in the lifelong-learning movement.
- Provides opportunity to demonstrate new technological capacities.
- Responds to the growing demands of adult students for improved access and an accelerated degree-completion process.
- Provides new opportunities to build telecourse enrollment and Full Time Equivalency (FTE).
- Supports partnership between public television stations and colleges to develop creative "last mile" delivery solutions.
- Expands the potential of ALS as a fully self-supporting educational service, which will result in more revenue being returned to participating public television stations.

1994-95 Phase I

The pilot sites are developing a host of strategies to advance the concept, implementation, demonstration and promotion of distance-learning degree programs.

1995-96 Phase II

Solicitations for participation in the second year of GTD will be mailed to stations and colleges in early 1995. The solicitations include criteria for participation and a brief questionnaire. Selections will be made in late April 1995.

For additional information, call your local public television station or the Adult Learning Service at 1-800-257-2578.

Going the Distance Pilot Sites: Phase 1

Alabama

Alabama Public Television/Troy State University

Alaska

KAKM/University of Alaska Anchorage

California

KOCE/Coastline College
KCSM/College of San Mateo,
DeAnza College

Colorado

KRMA, KBDI, KTSC/Telecommunications Cooperative for Colorado's Community Colleges

Florida

WCEU/Dayton Beach Community College, Brevard Community College

Idaho

Idaho Public Television/Boise State University

Illinois

WYCC/Chicago City Colleges,
Harold Washington College

Kentucky

KET/Kentucky Telecommunications Consortium

Maryland/Virginia

Maryland Public Television/
Prince George's Community College,
Catonsville Community College,
Howard Community College,
Northern Virginia Community College

Michigan

WFUM/C.S. Mott Community College
WTVS/Wayne County Community College

Nebraska

Nebraska Educational Telecommunications Network/Concordia Teachers College, Clarkson College, Chadron State College, Western Nebraska Community College, Southeast Community College-Lincoln, Northeast Community College, Central Community College, Mid-Plains Community College Area, Metropolitan Community College, Southeast Community College-Beatrice, University of Nebraska at Kearney, University of Nebraska at Lincoln

New Jersey

New Jersey Network/Thomas Edison State College, Burlington County College

Ohio

WVIZ/Cuyahoga Community College

Oklahoma

Oklahoma Educational Television Authority/Oklahoma City Community College, Rose State College, Tulsa Junior College

Oregon

Oregon Public Broadcasting/Lane Community College, Portland Community College

Pennsylvania

WVIA/Luzerne County Community College

Rhode Island

WSBE/Community College of Rhode Island

Wisconsin

WMVS, WMVT/Milwaukee Area Technical College



READY TO EARN

Ready to EarnSM will provide Americans aspiring to build their earning power through education, while maintaining jobs and taking care of families, with new opportunities for learning through a broad range of adult-education services. The Ready to Earn initiative is targeted to help the nation meet the Goals 2000, particularly in workforce readiness, adult literacy and lifelong-learning goals.

Ready to Earn is being developed by the PBS Adult Learning ServiceSM (ALS) in consultation with schools, colleges, educators, students, workers, labor unions, business leaders, government agencies, civic organizations and others. The service complements initiatives by federal, state and local governments in such areas as school-to-work transition, workforce training, retraining and literacy.

Local Public Television Station Participation

- Because local PBS stations are firmly rooted in their communities, they are particularly well positioned to work with community groups to identify local educational needs and to provide universal access. It is these local needs and initiatives that Ready to Earn will support through the development and distribution of programming and resources.

- Ready to Earn will build on the expertise of the PBS Adult Learning Service (ALS) and public television stations already involved in workplace training and retraining, school-to-work transition, literacy/GED, and English as a Second Language education.

Ready to Earn's First Service

- Going the DistanceSM (GTD) is the first Ready to Earn service that allows students to earn an Associate of Arts degree from their local college through

ALS-distributed telecourses and other distance-learning opportunities.

- GTD was launched in summer 1994 with 22 public television stations in partnership with 60 participating colleges to offer the program locally.

Future Initiatives under Consideration

- Multimedia demonstrations of occupations.
- Career and labor market information for school-age children as well as for working adults.
- Video models and online databases of new industry-based skills standards.
- Curricula and training support for the high performance workplace.

For additional information, call the Adult Learning Service at 1-800-257-2578.

"It is clear that education is the linchpin to greater financial reward in the workplace. This initiative will improve economic opportunities for millions of Americans by opening a path to college education and to better jobs."

— **Thomas P. Glynn**
U.S. Deputy
Secretary of Labor

"Ready to Earn is a broad programmatic banner that PBS will fly over a whole range of adult education services."

— **Ervin S. Duggan**
PBS President



K-12 LEARNING SERVICES



K-12 Learning Services is a frontline resource for PBS member stations, supplying information and support services for the effective use of educational television and related technology. Its goal is to help position public television stations as the preferred providers of educational programming, telecommunications and support services nationwide.

Partnerships

- Gathers leaders from national education organizations and other constituencies served by public television to form the *PBS Learning Services Committee*, a national advisory group that guides the evolution of public television educational services and evaluates their overall effectiveness.
- Builds partnerships with the education community by co-sponsoring videoconferences, participating on national advisory committees and making regular presentations at state, regional and national education and technology conferences.

Support Services

- Participates in the planning and development of PBS initiatives and services designed for use by K-12 teachers and students.
- Addresses current and emerging training needs of both stations and K-12 teachers through periodic videoconferences and workshops.
- Serves as a national information clearinghouse for stations and the public through print and electronic distribution.
- Develops tool kits and turnkey resources for stations to use with the local community.

Educational Programming

- Increases the reach and utility of PBS primetime programming to the K-12 educational community by seeking extended educational off-air record rights for flexible school use of PBS general-audience programs.
- Acquires and distributes to public television stations and related educational agencies quality instructional television programs (ITV) and teacher guides for classroom use. These programs include award winning favorites such as *3-2-1 CLASSROOM CONTACT*, *FUTURES*, *ICEWALK*, *PYRAMID* and *VOYAGE OF THE MIMI*.

Tools for Stations

- Distributes the monthly *PBS Learning Services Newsletter*, a one-stop information resource about all PBS learning services with highlights of

educational off-air record rights and ancillary classroom resources.

- Develops information resources for stations and related education agencies, such as *PBS Profiles*, a publication that highlights innovative station education projects tied to the Goals 2000.
- Highlights primetime and children's programming useful to schools through annual *Tune-in Guides*, complete with rights information and viewing tips. The guides can be easily customized by stations for local distribution.
- Lists quality school programming and companion curriculum materials for the current year in the *PBS K-12 Learning Services Catalog*.

For additional information, call K-12 Learning Services at 703-739-5127 or email k12@pbs.org



PBS LEARNING LINK



PBS LEARNINGLINK is the first service to be offered nationally by PBS ONLINESM and is targeted to teachers, students, parents and childcare providers. The service gives users access to resource materials, interactive projects and activity guides linked to public television programming as well as connections to other online users worldwide through Internet mail exchange.

Since 1985, PBS Learning Link has grown to become the number one telecommunications network for professional activities by teachers and the second most frequently used network for student-learning activities, according to a national survey conducted by the Center for Technology in Education at Bank Street College of Education.

What sets PBS Learning Link apart from other national online education services?

A distinctive strength of PBS Learning Link is that its content is specific to local communities. PBS provides local public television stations with a strong national content core that can be customized to meet local needs. Additions to national content by local stations include community discussion groups, information on local events, broadcast schedules and content featuring local programs.

Meeting Educational Needs

The national content core of PBS Learning Link is designed to be both convenient and useful. With a computer and a modem, users can tap into an abundance of educational materials covering such areas as science, social studies, language arts and the arts. Many subjects contain lesson plans and activity guides complete with "ready to go" worksheets and interactive projects.

National Resources

- Educational activity guides centered on such PBS programs as **BASEBALL**, **MISTER ROGERS' NEIGHBORHOOD**, **READING RAINBOW**, and **THE MAGIC SCHOOL BUS**.
- Lesson plans and online student projects.
- Internet email exchange with millions of users worldwide.
- Interactive forums with topic-specific discussions on professional development, curriculum concerns and other important issues.
- Calls for collaboration linking users for relevant learning projects.
- A monthly listing of PBS program information.

For additional information, call your local public television station or Learning Link at 703-739-8464 or email ll-info@ll.pbs.org

"Here in our neighborhood, we're finding that Learning Link is a wonderful way for us to correspond with people who work with children. It has helped us learn more about their needs...their concerns...and in responding to those, it has helped us in the development of our future television programs and outreach for our childcare partnership."

— **Fred Rogers**
MISTER ROGERS'
NEIGHBORHOOD

"We chose to become involved with Learning Link for two reasons: first, because it is a valuable educational tool that teachers and students can use today; and second, because it offers WMHT an excellent opportunity to prepare for public broadcasting's online future. This experience has yielded unexpectedly positive results, not the least of which is the excitement of pioneering a new generation of technology."

— **Donn Rogosin**
General Manager
WMHT/Schenectady

PBS Learning Link Site Directory

Alabama Public Television	Birmingham, AL
Georgia Public Television	Atlanta, GA
KCPT	Kansas City, MO
KCTS	Seattle, WA
KMOS	Warrensburg, MO
KQED	San Francisco, CA
New Jersey Network	Trenton, NJ
Pennsylvania Public Television	Hershey, PA
South Carolina ETV	Columbia, SC
University of North Carolina Center for Public Television	Research Triangle Park, NC
Vermont ETV	Colchester, VT
WCFE	Plattsburgh, NY
WCNY	Syracuse, NY
WHRO	Norfolk, VA
Wisconsin Educational Communications Board	Madison, WI
WLRN	Miami, FL
WMHT	Schenectady, NY
WNET	New York, NY
WSBE	Providence, RI
WVIZ	Cleveland, OH



PBS MATHLINESM is an education service of public television using the power of telecommunications to provide quality resources and services for those pursuing excellence in mathematics. The primary purpose of PBS MATHLINE is to support the nation in pursuit of its goal to be first in the world in mathematics achievement by the year 2000. PBS MATHLINE services are developed in partnership with the National Council of Teachers of Mathematics (NCTM) to assure alignment with the challenging Standards set by the mathematics education community. These Standards have been endorsed by the National Education Goals Panel and are used by state departments of education nationwide to revise state mathematics curricula frameworks.

National Standards – Local Station Implementation

The decentralized infrastructure of public television is ideally suited to the reform strategy of the mathematics education community: national standards – local implementation. PBS MATHLINE offers a core service for mathematics education to which local stations may add services uniquely suited to the schools in their areas. In this way, public television stations are active partners in ensuring PBS MATHLINE's success at the local level.

National Advisory Committees

Two advisory committees of PBS MATHLINE assist in assuring quality services and local autonomy. One is a committee of mathematics teachers, supervisors, teacher educators and mathematicians representing the NCTM. The other advisory committee is composed of general managers and education directors representing public television stations.

PBS MATHLINE's Middle School Math Project

For the 1994–95 school year, PBS MATHLINE offered a year-long professional-development project for teachers of grades 5–8, called the Middle School Math Project. Participating teachers received the following benefits:

- Access to a series of 25 video programs with classroom teachers modeling Standards-based instruction.
- Membership in an online learning community of 20 to 30 teacher participants, facilitated by an experienced classroom teacher.
- The opportunity to participate in two interactive national videoconferences featuring teachers from the videos and online facilitators.

CTIA Project

PBS MATHLINE in partnership with the CTIA Foundation for Wireless Telecommunications launched a wireless demonstration project for math teachers in six states. The Project provides teachers with wireless lap top computers with cellular modems and free air time to participate in the Middle School Math Project.

Future Services, under Consideration

- An electronic resource center for math teachers.
- Professional-development programs for math teachers for grades K–4 and 9–12.
- Instructional and motivational programming for students and parents.

For additional information, call your local public television station or PBS MATHLINE at 703-739-5071 or email mathline@pbs.org



MIDDLE SCHOOL MATH PROJECT



The Middle School Math Project (MSMP)

of PBS MATHLINE™ is a year-long professional-development opportunity provided by public television stations for middle-grades teachers of mathematics (grades 5–8). Teachers who participate in the MSMP have access to 25 video modules of classroom teachers modeling techniques for Standards-based instruction, membership in an online learning community of 20 to 30 teacher participants facilitated by an experienced teacher, and opportunities to interact with the video instructors and online facilitators during two interactive national videoconferences. The MSMP is based on the Standards developed by the National Council of Teachers of Mathematics (NCTM) and endorsed by the National Education Goals Panel.

National Resources

- MSMP components, including video modules, video-conferences and online learning communities.
- Practicing teachers to serve as online facilitators, providing consistent communication and support to the electronic teacher-learning groups.
- External evaluation to assess the impact of the project.
- Packaging and promotion materials, complete with the PBS MATHLINE logo.
- National promotion of the project through press releases, media contact and presentations at professional conferences.
- Ongoing online conferences and email exchange with PBS MATHLINE staff and other stations to share experiences, solve problems and get advice.

- Ongoing updates on project developments through online communication and the *PBS Learning Services Newsletter*.
- Information about potential funding sources for participants and equipment.

For additional information, call your local public television station or PBS MATHLINE at 703-739-5071 or email mathline@pbs.org

Local Station Implementation

In September 1994, twenty public television licensees launched the PBS MATHLINE service with the MSMP. In September 1995, fifty-one additional stations will begin offering MSMP.

Participating Stations

- Build on and expand their current relationships with schools and teachers in their communities.
- Demonstrate new technological capacities.

- Address important national education needs at the local level.
- Market and promote the project to schools, state departments of education and other interested organizations.
- Deliver video modules, video-conferences and online services to teachers.
- Provide technical and utilization support to participants.
- Assist with the external evaluation of the project.

PBS MATHLINE Sites: 1994-95

AETN/Conway, AR	South Carolina ETV
KAET/Tempe, AZ	Twin Cities Public Television/St. Paul, MN
KCET/Los Angeles, CA	WBGU/Bowling Green, OH
KLCS/Los Angeles, CA	WGBY/Springfield, MA
KUAT/Tucson, AZ	Wisconsin Educational Communications Board
Louisiana Public Broadcasting	WNET/New York, NY
Mountain Lake Public Television/Plattsburgh, NY	WNPB/Morgantown, WV
New Hampshire Public Television	WSIU, WUSI/Carbondale, IL
Oregon Public Broadcasting	WSRE/Pensacola, FL
Rhode Island Public Television	WVIZ/Cleveland, OH

PBS MATHLINE Sites: 1995-96 **(includes stations listed above)**

Blue Ridge Public Television/Roanoke, VA	WFYI/Indianapolis, IN
Georgia Public Television	WHRO/Norfolk, VA
Idaho Public Television	WHYY/Philadelphia, PA
KCOS/El Paso, TX	WILL/Urbana, IL
KCPT/Kansas City, MO	WIPB/Muncie, IN
KERA/Dallas, TX	WKNO/Memphis, TN
KET/Kentucky	WLAE/New Orleans, LA
KLRN/San Antonio, TX	WLJT/Martin, TN
KMOS/Warrensburg, MO	WLRN/Miami, FL
KNPB/Reno, NV	WMFE/Orlando, FL
KRMA/Denver, CO	WMHT/Schenectady, NY
KTWU/Topeka, KS	WNED/Buffalo, NY
KUAC/Fairbanks, AK	WNIN/Evansville, IN
KUED/Salt Lake City, UT	WNIT/Elkhart, IN
KUSD/Vermillion, SD	WNVF/Falls Church, VA
Maryland Public Television	WOSU/Columbus, OH
New Jersey Network	WPSX/University Park, PA
Ozarks Public Television/Springfield, MO	WQLN/Erie, PA
University of North Carolina Center for PTV	WQPT/Moline, IL
Valley Public Television/Fresno, CA	WTIU/Bloomington, IN
Vermont ETV	WUCM/University Center, MI
WCEU/Daytona, FL	WUFT/Gainesville, FL
WCNY/Syracuse, NY	WVPT/Harrisonburg, VA
WCVE/Richmond, VA	WVUT/Vincennes, IN
WDSE/Duluth, MN	WXXI/Rochester, NY
WEDU/Tampa, FL	WYIN/Merrillville, IN
WFWA/Fort Wayne, IN	



PBS ONLINE



PBS ONLINESM is an evolving nationwide electronic information and communications network on which public television stations deliver a wide variety of learning services and resources primarily linked to public television programming. Its primary goal is to provide convenient access to these materials and bring individuals and organizations into closer working relationships with increased efficiency.

Through PBS ONLINE, stations provide access to educational materials, programming information, program transcripts and other relevant materials. Additional online resources provide access to electronic messaging, including Internet mail exchange with millions of users worldwide, bulletin boards and discussion groups. Expansion plans for PBS ONLINE will emphasize multimedia programming information combining video, text, graphics, photographs and sound. With these services, PBS ONLINE promotes communications among all segments of society while enhancing the informative nature of public television in general.

Potential Audiences

- **K-12 teachers and students** — Since 1985, *PBS Learning Link*_® has supplied K-12 classrooms with lesson plans and activities related to specific public television programs, plus interactive forums, electronic mail connected to the Internet and other resources.

- **Mathematics teachers and students** — For the 1994-95 school year, *PBS MATHLINESM* has focused on the professional development of teachers for grades 5-8, in the Middle School Math Project. Mentors leading groups of online learning communities help teachers implement new Standards developed by the National Council of Teachers of Mathematics.

- **Children ages 2-12 and the adults who care for them** — *PTV Online*, once fully developed, will support PTV-the Ready to Learn Service on PBS in providing information on children's programs, outreach services, resource sharing opportunities and more.

- **Adult learners** — *Adult Learning ServiceSM (ALS) Online* (working title), once fully developed, will improve the ability of ALS to provide college credit telecourses and related resources, like program guides and schedules, course material, tests and forums with telecourse faculty.

- **Viewers of primetime programming** — *Primetime Online* (working title), once fully developed, will extend the educational use of primetime programming with transcripts and information, interactive forums with program hosts, producers and more.

The Strength of Public Television

Local involvement is a key factor distinguishing PBS ONLINE from other national online services. By following the basic public television model of a strong core of national content enhanced by local content, public television stations can feature a composite online service with specific content for their communities. Possible additions to national content by stations might include community bulletin boards, information on local events, broadcast schedules and content areas for local programs.

For additional information, call PBS ONLINE at 703-739-8464 or email ll-info@ll.pbs.org



PTV-THE READY TO LEARN SERVICE ON PBS



PTV-The Ready to Learn Service on PBS

(PTV) is a comprehensive programming and outreach service striving to maximize school readiness of children ages 2-12 (National Education Goal #1). Each weekday, local PTV public television stations broadcast a full day of quality PBS children's programs packaged with entertaining and educational breaks between shows. These specially produced educational messages encourage the development of basic learning skills like "Negotiation," "Experimentation" and "Task Completion."

In addition, each PTV station, working with local community organizations and social service agencies, participates in an ongoing PTV outreach effort to supply parents, teachers and childcare providers with materials and training to help them work with children to make television an active learning experience. The materials and training suggest activities that parents, teachers and caregivers can do with children to reinforce the educational concepts and messages after the television is turned off.

Phase I and II

In July 1994, eleven "model site" public television stations began offering the PTV service. Each model site received a grant from CPB to help hire and train a PTV Coordinator to provide local outreach services to the community. These stations are participating in ongoing research to evaluate the impact of the PTV service on

children, parents, childcare providers, community organizations and the stations themselves.

In January 1995, "Phase Two" of the project began with another 30+ stations expecting to offer the PTV broadcast and outreach services, as well as participate in research activities. Once both phases are complete, the PTV service will be rolled out nationally.

National Resources

- The PTV children's programming schedule includes BARNEY & FRIENDS, BILL NYE THE SCIENCE GUY, GHOSTWRITER, LAMB CHOP'S PLAY-ALONG, THE MAGIC SCHOOL BUS, MISTER ROGERS' NEIGHBORHOOD, READING RAINBOW, SESAME STREET, SHINING TIME STATION, STORYTIME, THE PUZZLE PLACE and WHERE IN THE WORLD IS CARMEN SANDIEGO?
- Educational program breaks, along with PTV packaging and promotion materials are key to PTV success.
- Staff training and support services help PTV stations maximize the effectiveness of the PTV service.
- The PTV Station Handbook provides guidance in PTV management, staffing, fundraising, promotion, development, outreach and research.
- A Community Presentation Kit helps stations introduce PTV services to potential community partners. The kit includes a station presentation guide, a video and a companion guide describing services and materials available from the station.
- Customizable support materials include a viewer's guide to PTV programming and services, a bimonthly calendar, a bimonthly newsletter for parents, a parenting column, theme activity sheets and more.
- Ongoing research evaluates the impact of the PTV service.

For additional information, call your local public television station or PTV at 703-739-5273.

PTV Sites: Phase I

Georgia Public Television
KCET/Los Angeles, CA
KCOS/El Paso, TX
KTCA/St. Paul, MN
KTLC/Oklahoma City, OK
WETA/Washington, DC

WGBH/Boston, MA
WGTE/Toledo, OH
WNET/New York, NY
WPBA/Atlanta, GA
WSIU/Carbondale, IL

PTV Sites: Phase II

Idaho Public Television
KAKM/Anchorage, AK
KBYU/Provo-Salt Lake, UT
KCPT/Kansas City, MO
KERA/Dallas, TX
KETC/St. Louis, MO
KOZK-KOZJ/Springfield, MO
KWCM/Appleton, MN
Louisiana Public Broadcasting
Maryland Public Television
WEIU/Charleston, IL
WFSU/Tallahassee, FL
WGBY/Springfield, MA
WHRO/Norfolk, VA

WHYY/Philadelphia, PA
WLAE/New Orleans, LA
WLRN/Miami, FL
WMFE/Orlando, FL
WMVS-WMVT/Milwaukee, WI
WNIN/Evansville, IN
WQPT/Moline, IL
WSKG/Binghamton, NY
WTTW/Chicago, IL
WTVI/Charlotte, NC
WTVS/Detroit, MI
WUFT/Gainesville, FL
WXXI/Rochester, NY
WYES/New Orleans, LA

Note: More stations may be joining PTV for Phase II.



PBS VIDEO



PBS VIDEO® is the audio-visual distribution arm of PBS and public television stations, working to provide the finest collection of public television programs for use in schools, businesses, libraries and related organizations. For over 20 years, educators and librarians have valued the PBS VIDEO program collection for its high standards in video quality, award-winning collection of programming and significant contributions to America's education community. More than 1,200 public television programs are currently available through PBS VIDEO, including award-winning series like *THE AMERICAN EXPERIENCE* and *FUTURES WITH JAIME ESCALANTE*. As part of its service, PBS VIDEO publishes annual catalogs, bimonthly newsletters and program brochures to alert educators and librarians to the newest PBS programming available on video. PBS VIDEO markets its materials through on-air tags, direct-mail campaigns, a field sales force, trade advertising, convention exhibits, reviews in trade publications and film festivals.

New Product Advancements

PBS VIDEO has developed the following products to expand the educational value and utilization of public television programs in America's classrooms and libraries:

- **PBS VIDEOdisc™** is a product line of enhanced, interactive laser discs, including "THE CIVIL WAR Educators' Enhanced PBS VIDEOdisc™" and

"EYES ON THE PRIZE I Educators' Enhanced PBS VIDEOdisc™." The enhanced disc package combines laserdisc and barcode technologies to present an interactive resource consisting of video segments, lesson plans and an extensive archive of photos, maps, graphs, biographies, documents and music.

- **PBS VIDEOindex™** is a new educational tool to help teachers quickly locate seg-

ments of video for use in their lesson plans. Selected programs and series on video-cassette come in special time-coded versions, each correlated to a comprehensive printed index of every person, event, topic and issue covered in the videos. *BASEBALL*, *THE GREAT DEPRESSION*, *THE CIVIL WAR*, *EYES ON THE PRIZE* and *LINCOLN* are currently available in **PBS VIDEOindex™** versions.

- **PBS VIDEOreference library™**, combines **PBS VIDEOindex™** programs related to the same theme into a completely cross-referenced index of all people, events, issues and topics covered in programs from a variety of different producers. The 14-volume first edition of the **PBS VIDEOreference library™** covers America's civil rights movement and will be expanded into a 22-volume reference library within a year.

Local Station Participation

PBS VIDEO has traditionally promoted its collection of programs at the national level. PBS VIDEO is now working with public television stations to develop a turnkey marketing package for stations to use in conjunction with national promotion efforts. By marketing PBS VIDEO programs locally, stations can help extend the "life" of public television programs beyond their broadcast as well as supplement station income by retaining a percentage of local sales.

For additional information, call PBS VIDEO at 1-800-424-7963.