




CORPORATION FOR PUBLIC BROADCASTING

901 E Street, NW
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<http://www.cpb.org>

Memorandum

November 2, 1998

TO: CPB Board of Directors

FROM: Bob Coonrod 

SUBJECT: Annenberg/CPB Channel

For your reference, the attached material was previously included in your September Board book. It regards the proposal and budget for the new channel.




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Memorandum

August 31, 1998

TO: CPB Board of Directors

FROM: Bob Coonrod 

SUBJECT: The New Channel

Attached is a detailed proposal and budget for the new channel. In addition, I have asked Peggy and Scott to offer a couple of brief contextual perspectives for your consideration as you review the material:

1. In the summer of 1995, one could just make out the lines of an exciting idea:

Digitizing signals would so dramatically reduce the cost of sending them and, on the other end, receiving them--as telephone calls, or television programs, or electronic mail messages--that we would all have to embrace digital communications. Institutions that were necessarily preoccupied with both communications and cost would be the first to, shall we say, hug bits. At the top of the list of such institutions was public education: with and without federal aid, it would replace its analog equipment--receivers first--with bright, new digital devices that could accept only digital signals. The rate of replacement would be extremely high, and would create empty digital pipelines everywhere, right into public education.

This idea was exciting for three reasons. First, a digital channel, with content ranging from e-mail to television, could be connected to education's new pipelines. Secondly, one could provide such a channel at a fraction of the cost it would have taken to do the same job a year earlier. Thirdly, to be realized in a fruitful and productive way, this had to be in the right hands--hands driven by goal and mission.

Late in the summer of 1995, with the encouragement of the Annenberg Council, the Annenberg/CPB Math and Science Project started building a digital channel that would reach every part of the country. In keeping with Ambassador Walter H. Annenberg's passion and mission--it was given away free, and provides the finest math and science teacher education available.

Three years later, the Annenberg/CPB Channel is now reaching into 24,000 schools and 8 million homes, and this reach is growing by 1,000 schools and 250,000 homes a month. The rate of growth will continue to increase as the rate of analog-to-digital replacement increases. The Annenberg/CPB Channel will get to all public schools. Using this Channel, public broadcasting has an unprecedented opportunity to improve the quality of public education.

2. In the course of thinking through and refining the concept and plans for the new channel, the idea was floated to a small number of highly respected educators. The following are verbatim responses:

- Lee Solonche, Director of Distance Education, KLVX, Las Vegas: "The professional development of local teachers is one of my station's highest priorities, and it's a priority at lots of other stations too. This channel will enable us to do two unbelievably wonderful things: multicast an excellent, comprehensive educational service and build on that by collaborating with local schools and colleges to produce additional courses in subjects required by our state."
- Dr. Christine Rath, Board member of New Hampshire Public Television and Assistant Superintendent of Schools, Concord, NH: "This is a savior for rural education. It will enable us to offer truly focused learning opportunities in communities that are so hungry for them."
- Professor David Perkins, Harvard University Graduate School of Education: "This is something to be very excited about. There have been some good things happening in education in the last few years, but they are in pockets and isolated from one another. A project like this is comprehensive and powerful. How can we be a part of it?"

ROLE OF THE NEW ANNENBERG/CPB CHANNEL

Our goal is to offer, in the name of the Corporation for Public Broadcasting and Ambassador Walter H. Annenberg, the nation's first and finest digital education channel. The Channel would be available to all teachers as well as to students and their parents. By combining the strengths of CPB and the Annenberg/CPB Projects, and by attracting the support of others, this Channel will speak to the needs of every community in the country by providing comprehensive professional development to America's teachers. The Channel will:

- enhance public television stations' educational relevance and prowess in their own communities by providing them with this unique national packaged feed and the base on which to build the creation of course material for broadcast and the Web that addresses the specific educational needs or requirements of their local teachers.
- embody a "national gift" philosophy which reflects the mission of service to education espoused by both the Corporation for Public Broadcasting and Walter H. Annenberg. All material available on the Channel is free and has unlimited taping rights.
- use the infrastructure, programming, and funding that public broadcasting provides to address a pressing national need in a substantial and sustained way.
- impact school teachers--and those studying to be school teachers--of literature and history in the same way that the current Annenberg/CPB Channel impacts math and science.
- be known by and be useful to schools and colleges of education and by school districts for teacher accreditation and certification.

Study after study has shown that math and science teachers who use the Annenberg/CPB Channel change their teaching. Because the Channel offers only the latest, most thoroughly researched and carefully presented teacher education in math and science, there is every reason to believe that these changes are for the good, and that vast numbers of young people--as a direct result of the Annenberg/CPB Channel--are receiving a much better math and science education.

Today, the current Annenberg/CPB Channel serves math and science teachers well. It offers the whole range of programming and on-line conversation they need, from current thinking on best approaches in the classroom, to a refresher course on the foundational knowledge in their field, to changes that are taking place schoolwide and in education nationwide. There is much here of great value for teachers of other subjects as well. But conspicuously absent from the current Annenberg/CPB Channel are professional development workshops for teachers other than math or science teachers. Also, for all teachers, the Channel should have more educational series, both on current educational theory and practice and on subjects in the various disciplines that teachers need to know.

All of this is a big idea--and a new idea.

ROLE OF CPB

The Annenberg/CPB Channel on PBS is now a year old. Initial response to it has been outstanding. CPB's national role, as recently redefined by new executive and board leadership, focuses on CPB's real strength as a powerful catalyst, a prime mover that attracts the interest and investments of others for the common good. The Channel is poised to benefit from this kind of support. Appropriately and definitively, CPB Mission and Goals Funds will be the catalyst which:

- attracts funds and in-kind participation from PBS and from interested foundations.
- provides public television stations with a significant educational service--and which can serve as an excellent testing ground for enhanced television programming--at the time they begin multicasting.
- signifies to Congress and the nation that public broadcasting is addressing this national need.
- makes possible the extension and expansion of the current Annenberg/CPB Channel into a more broadly-based enterprise--a true channel for educators and learners.

THE NEW ANNENBERG/CPB CHANNEL FIVE-YEAR WORKPLAN

The following workplan/budget narrative presumes the following:

CONTENT

1. Material produced for or selected for inclusion on the Channel will be high quality, educationally relevant, carefully researched and presented. The ultimate focus of all material will be on successful, student-centered teaching. Should there be any programs that might be open to political interpretation, public broadcasting's normal high standard of objectivity and balance will be adhered to.
2. Channel content consisting of:
 - programs on the teaching of math, science, literature and history.
 - programs on various subjects in math, science, literature and history which will enhance teachers' own knowledge of these subjects.
 - programs on current educational theory and practice.
 - programs on various aspects of school reform.
3. The rights to all programming will be held by CPB through the original Annenberg/CPB Projects.

FUNDING/REVENUE

1. An annual PBS in-kind contribution estimated at \$1.6 million to start, growing to an estimated \$3.1 million annually by FY 2003.
2. CPB contributions consisting of a single FY 1999 contribution of \$2 million in M&G Funds and subsequent support of \$1,000,000 per year in FY 2000 through FY 2003.
3. A highly conservative estimate of raising \$1,000,000 in foundation funds over 5 years.

4. The "national gift" philosophy which reflects the mission of service to education espoused by both the Corporation for Public Broadcasting and Walter H. Annenberg.
5. Currently, the original Annenberg/CPB Project nets approximately \$1.7 million in tape and print sales, and licensing; the Math and Science Project, approximately \$170,000 per year. Combining these totals, and making a conservative estimate of net revenues on the new workshops and series, we can anticipate revenue of \$9.9 million over five years, all to be reinvested in this project.

GOVERNANCE AND STAFFING

[This section under construction.]

EVALUATION

1. An evaluation beginning late in FY 2001 and taking place through FY 2002 which will determine not only the use of the Channel but the educational impact resulting from that use.

The New Arr.../CPB Channel

italics = supported by foundation funds raised

bold = supported by CPB Mission and Goals funds

YEAR ONE -- FY 1999 (October 1, 1998 - September 30, 1999)	CPB M&G	CPB	A/CPB Math & Sci	Original A/CPB	PBS -- in- kind	Foundation Funds Raised
FY 1999 Activities/Expenses						
• one new math/science series @ \$1,200,000			\$1,200,000			
• two new math/science workshop @ \$300,000 each			\$600,000			
• one new Liberal Arts and Sciences series @ \$1,500,000				\$1,500,000		
• two new Whole School Reform workshops						
• the first history workshop @ \$400,000	\$400,000					
• the first literature workshop @ \$250,000	\$250,000					
• the first education series @ \$1,200,000	\$1,200,000					
• TV operations @ \$1,000,000			\$700,000	\$300,000		
• Web operations @ \$600,000			\$100,000	\$500,000		
• Marketing and Promotions operations @ \$100,000			\$30,000	\$70,000		
• TV transmission (12 hours/5 days) @ \$1,600,000					\$1,600,000	
• Identify, convene, & stay in touch w/national advisory group (to inform the development of new content, possible new format, & ways to connect the Channel more seamlessly to the organizations, schools, agencies which educate & certify teachers) @ \$25,000	\$25,000					
• Fundraise @ \$25,000 (over five years)	\$25,000					

The New Arriving/CPB Channel

YEAR TWO -- FY 2000 (October 1, 1999 - September 30, 2000)	CPB M&G	CPB	A/CPB Math & Sci	Original A/CPB	PBS -- in- kind	Foundation Funds Raised
FY 2000 Activites/Expenses						
<ul style="list-style-type: none"> • one new math/science series @ \$1,500,000 • two new math/science workshop @ \$300,000 each • one new Liberal Arts and Sciences series @ \$2,000,000 • two new Whole School Reform workshops • one new history workshop @ \$400,000 • one new literature workshop @ \$400,000 • TV operations @ \$1,000,000 • Web operations @ \$650,000 • Marketing and Promotions operations @ \$110,000 • TV transmission (12 hours/5 days) @ \$1,600,000 			\$1,500,000 \$600,000	\$2,000,000		
		\$400,000				
		\$400,000				
			\$700,000	\$300,000		
		\$50,000	\$100,000	\$500,000		
		\$10,000	\$30,000	\$70,000		
					\$1,600,000	

YEAR THREE -- FY 2001 (October 1, 2000 - September 30, 2001)	CPB M&G	CPB	A/CPB Math & Sci	Original A/CPB	PBS -- in- kind	Foundation Funds Raised
FY 2001 Activites/Expenses						
<ul style="list-style-type: none"> • one new math/science series @ \$1,500,000 • two new math/science workshops @ \$300,000 each • one new Liberal Arts and Sciences series @ \$2,000,000 • two new Whole School Reform workshops • <i>the first history series @ \$1,000,000</i> • the first literature series @ \$1,200,000 • one new literature workshop @ \$160,000 • TV operations @ \$1,000,000 • Web operations @ \$650,000 • Marketing and Promotions operations @ \$110,000 • TV transmission (12 hours/5 days) @ \$1,600,000 			\$1,500,000 \$600,000	\$2,000,000		\$1,000,000
		\$1,200,000				
		\$160,000				
			\$700,000	\$300,000		
		\$50,000	\$100,000	\$500,000		
		\$10,000	\$30,000	\$70,000		
					\$1,600,000	

The New Annenberg/CPB Channel

YEAR FOUR -- FY 2002 (October 1, 2001 - September 30, 2002)	CPB M&G	CPB	A/CPB Math & Sci	Original A/CPB	PBS -- in- kind	Foundation Funds Raised
FY 2002 Activites/Expenses						
• one new math/science series @ \$1,500,000			\$1,500,000			
• two new math/science workshops @ \$300,000 each			\$600,000			
• one new Liberal Arts and Sciences series @ \$2,000,000		\$150,000		\$1,850,000		
• two new Whole School Reform workshops						
• one new literature workshop @ \$400,000		\$400,000				
• one new history workshop @ \$250,000		\$250,000				
• TV operations @ \$1,300,000			\$850,000	\$450,000		
• Web operations @ \$650,000		\$50,000	\$100,000	\$500,000		
• Marketing and Promotions operations @ \$110,000		\$10,000	\$30,000	\$70,000		
• TV transmission (24 hours/7 days) @ \$3,100,000					\$3,100,000	
• Evaluation @ \$200,000	\$100,000		\$50,000	\$50,000		

YEAR FIVE -- FY 2003 (October 1, 2002 - September 30, 2003)	CPB M&G	CPB	A/CPB Math & Sci	Original A/CPB	PBS -- in- kind	Foundation Funds Raised
FY2003 Activities/Expenses						
• one new math/science series @ \$1,500,000			\$1,500,000			
• two new math/science workshops @ \$300,000 each			\$600,000			
• one new Liberal Arts and Sciences series @ \$2,000,000		\$150,000		\$1,850,000		
• two new Whole School Reform workshops						
• one new literature workshop @ \$400,000		\$400,000				
• one new history workshop @ \$250,000		\$250,000				
• TV operations @ \$1,300,000			\$850,000	\$450,000		
• Web operations @ \$650,000		\$50,000	\$100,000	\$500,000		
• Marketing and Promotions operations @ \$110,000		\$10,000	\$30,000	\$70,000		
• TV transmission (24 hours/7 days) @ \$3,100,000					\$3,100,000	
TOTAL =	\$2,000,000	\$4,000,000	\$14,700,000	\$13,900,000	\$11,000,000	\$1,000,000