



September 17, 2003

Jane Mago
Chief, Office of Strategic Planning and Policy Analysis
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, DC 20554

Re: Ex Parte Presentation, CS Docket No. 98-120

Dear Ms. Mago:

During our meeting of September 10, 2003, you suggested that it would be helpful to supplement the record in the above captioned docket with examples of multicasting services that public television stations provide, or plan to provide, to their communities. Multicasting is bringing new services to the public that could not be made available under the constraints of a single analog program stream, including an expanded distribution of formal educational services, children's programming, workforce development services, locally-oriented public affairs programming, and programming addressed to traditionally unserved or underserved communities.

Formal Education. More than 95 percent of public television stations have committed to broadcast at least one multicast channel dedicated to formal educational programming. PBS YOU "Your Own University" offers PBS member stations the opportunity to build a full-time educational channel for their communities. Operating 24 hours a day, 7 days a week, PBS YOU is currently licensed to 50 PBS stations to enhance their current distribution of distance learning content as well as a variety of other programming for formal and informal education. In addition, several stations are partnering with state departments of education to develop supplemental educational programming that promotes state standards of learning and accountability. Typically, public television's educational programming will emphasize a combination of adult continuing education, K-12 instructional programming, workforce development/ job training and college telecourses. For instance, the South Carolina Educational Television Network offers an educational channel, featuring a combination of PBS You, college courses from University of South Carolina and Clemson University, and original educational programming. Similarly, WMEC (Macomb, IL) is working with the Illinois Board of Higher Education and five local colleges and universities to develop college credit and non-credit courses, as well as continuing education and job training courses.

Children's Programming. Building its over thirty years of experience and the trust of millions of parents, 77 percent of public television stations plan to provide a digital multicast channel dedicated solely to children's programming. The PBS KIDS Channel is the 24 hours a day, 7 days a week service to member stations featuring an array of PBS children's programs. Currently licensed to 55 PBS member licensees, PBS KIDS offers stations the opportunity to provide to their communities a full-time source of quality programming for analog, digital and second cable channels.

Workforce Development. A number of public television stations are also developing dedicated digital channels to provide workforce development services. For instance, in a groundbreaking partnership with the New Jersey Department of Labor and other state agencies and community-based organizations, New Jersey Network is using a variety of technologies, including its digital television signal, to deliver workforce training materials to welfare recipients, dislocated workers and other job seekers at 14 sites across the state. In addition, in collaboration with Colleges of Education at Maryland colleges and universities, Maryland Public Television (MPT) is planning to develop more professional development programs for in-service and pre-service teachers, allowing them to learn from master teachers across the state. Working with local school districts, MPT could videotape some of the state's best teachers in action, showcasing the most effective instructional practices to enhance the quality of instruction in classrooms across Maryland. Lastly, New Hampshire Public Television has plans to dedicate a channel for workforce development, allowing for example, firefighters and emergency medical technicians to be re-certified via broadcast courses instead of assembling them twice a month for mandatory classes.

Public Affairs and Local Issues. Numerous public television stations also plan to multicast a digital channel dedicated to public affairs and local issues. These multicast channels will cover state legislatures, local town meetings and debates, and highlight local business, lifestyle, and political issues. For instance, the South Carolina Educational Television Network currently offers gavel-to-gavel coverage of the South Carolina General Assembly through its over-the-air digital multicasting service. KNME (Albuquerque, New Mexico) and KBDI (Broomfield, Colorado) plan a similar service. Moreover, a group of western public television stations (Idaho Public Broadcasting, KNPB in Reno, Nevada, KUED in Salt Lake City, Utah, and Wyoming Public Television) have created a multi-state partnership called FocusWest to deliver news and public affairs programming of interest to Americans in the west through an innovative new digital multicast channel. In addition, both the South Carolina Educational Television Network and WNET, among others, plan on providing a dedicated channel for local or regional arts and culture.

Addressing Underserved Communities. Still other multicast plans include targeting broadcasts at traditionally underserved communities. Several public stations will dedicate a multicast channel to foreign language programming. For instance, KBDI (Broomfield, CO) plans to broadcast a *Latino Initiative Channel* for the Spanish-speaking and bilingual community which will emphasize news, public affairs and social and cultural events in the region. WNYE (New York City) plans to broadcast a dedicated

foreign languages channel, featuring programming in at least 12 different languages, including Japanese, Chinese, Italian, Greek, Polish, and other Eastern European languages, and focusing primarily on public affairs – complete with local news, international news and cultural programming from various countries. Other public stations, such as Iowa Public Television are also considering channels dedicated to the needs of the senior community.

Further extensive examples of the public interest programming public television stations are interested in providing over digital multicast channels are described in more detail in the attached document.

Respectfully submitted,

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Public Television Multicast Plans

- **New Jersey Network Public Television**
 - **New Jersey Workplace Literacy Program.** This program helps address New Jersey's adult literacy problem through a groundbreaking partnership with the NJ Department of Labor and other state agencies and community-based organizations. NJN uses a variety of technologies, including its digital television signal, to deliver workforce training materials to welfare recipients, dislocated workers and other job seekers at 14 sites across the state. NJN will showcase NJN's first digital series called JOBCAST that is broadcast on NJN's digital channel. NJN is now expanding this initiative to adopt in-school programs for teenagers, with private sector support.
 - **New Jersey Network "Civic Channel."** NJN also plans to provide a "civic channel" to broadcast local news and public affairs to New Jersey residents who otherwise lack access to this information through commercial media outlets. NJN has recently been approached by the New Jersey Department of Law and Public Safety to broadcast arguments before the New Jersey Supreme Court.
 - **New Jersey Ready to Learn Channel.** New Jersey's Ready to Learn Channel, would feature college credit telecourses, K-12 instructional television, adult education opportunities, the Ready to Learn service and other lifelong learning programming. This channel would also present educational forums, academic competition, teacher news and information, lectures and other types of school information. Programming could be enhanced with downloadable material broadcast over-the-air or streamed as video content over the Web.
 - **New Jersey Cultural and Entertainment Channel.** This channel would serve as a showcase for New Jersey local artists, playwrights, and filmmakers, where their projects would be developed and featured. The channel would also assist New Jersey educators with the state arts education mandate by providing arts and cultural materials for students.
- The **South Carolina ETV Network** currently offers gavel-to-gavel coverage of the South Carolina General Assembly through over-the-air digital multicasting. In addition, SCETV offers an educational channel, featuring a combination of PBS You, college courses from University of South Carolina and Clemson University, and original educational programming. A "South Carolina Channel" is in development; featuring regional arts festivals lecture series, book festivals, and university events.
- **WCMU** (Mount Pleasant, MI) is considering a partnership with the state's other PTV stations to develop a "Michigan Virtual University" (MVU) multicasting

channel. Programming on this channel would feature regional college credit telecourses with interactive components and Internet courses. The state has already set up the infrastructure for MVU by maintaining a digital clearinghouse that could house the telecourses for this channel.

- **WMEC** (Macomb, IL) is partnering with the Illinois Board of Higher Education (IBHE) to produce the Lifelong Learning Channel that will feature college credit telecourses and non-credit telecourses, continuing education, and job training opportunities. The station will also work with a consortium of five local colleges and universities to develop this programming.
- **WTVP** (Peoria, IL) plans to use its multicasting capabilities to increase its education and public affairs programming, including:
 - A pre-kindergarten through high school service aimed at schools throughout the area.
 - A post secondary channel to serve the needs of area colleges and universities.
 - A lifelong learning channel, programmed and operated by local educational agencies, to serve the needs of adult learners.
- **WNYE** (New York City) intends to multicast several educational channels in standard definition television during daytime hours. Some of them include:
 - A teacher training channel.
 - A general instruction channel. Programming will focus on K-12 instructional television, adult education, distance learning opportunities, college credit telecourses, and PBS You programming.
 - A general programming channel. Featuring news and documentaries, this channel will be largely educational in nature but will be targeted to a more general audience than the general instruction channel. Programming would include information on both local and national educational opportunities, including parenting instruction and healthcare courses.
 - A foreign languages channel. Designed for international residents living in the city, this channel will feature programming in at least 12 different languages, including Japanese, Chinese, Italian, Greek, Polish, and Eastern European languages as well as provide some English subtitles. The channel will focus primarily on public affairs – complete with local news, international news and cultural programming from various countries around the world.

- **WNET** (New York City) plans to multicast several channels in standard definition television during daytime hours. Possibilities include:
 - A Ready to Learn Service: programming to prepare very young children for school.
 - An Empire State Channel. In collaboration with other New York state public television stations, WNET intends to develop an Empire State Channel that could provide instructional television programming for K-12 teachers and students, GED preparation, college-level telecourses, teacher and workforce training, and televised proceedings on a range of public events and legislative hearings.
 - An Arts & Culture Channel. Using its MetroArts cable programming as a base, WNET will design the Arts & Culture Channel to expand New York's arts and culture television offerings. The new schedule will encompass and tap into the media resources and opportunities available from arts and cultural organizations, exhibitions, lectures and tours taking place in the city.
 - A Spanish Channel. WNET proposes this unique channel to address the needs and interests of New York City's Spanish-speaking community. The station would also seek to provide programming for other segments of the diverse metropolitan community.
 - An Adult Education and Lifelong Learning Channel, featuring college telecourses, employment programming, job training and services, and other adult learning services.
 - A K-12 Instruction Channel: a channel designed to bring television and computer technologies together to provide new learning opportunities for students and teachers.

- **KBDI** (Broomfield, CO) plans to multicast at least four channels in standard definition television during daytime hours. They include:
 - A Legislative and Political News Service to provide continuous, in-depth coverage of state, county, and local governments.
 - A Latino Initiative Channel with public service television for the Spanish-speaking and bilingual community.
 - A Local Arts & Culture Channel featuring regional cultural events and productions, including community drama, music, arts festivals.

- An Environmental Affairs Channel that will feature programming on outdoors, wilderness and environmental affairs, including coverage of the regional environment and outdoors experiences and issues.
- **KQED** (San Francisco) is considering multicasting the following channels in standard definition television during daytime hours.
 - A Kids and Children Channel with education services for kids.
 - A Local Channel featuring locally-produced documentaries.
 - A Teacher Training Channel designed to assist teachers with certification through the station's Education Network, KQED EdNet.
 - A Foreign Language Channel that will feature services for non-English speaking viewers, including programming in Russian, Chinese, and Spanish.
- **WUFT** (Gainesville, FL) intends to multicast several channels in standard definition television during daytime hours. Possibilities include:
 - A PBS Kids and the Ready to Learn service.
 - A lifelong learning channel, featuring "how to" programming.
 - A college credit telecourses channel, produced in partnership with the station's licensee, the University of Florida.
- **WMFE** (Orlando, FL) plan to multicast several channels in standard definition television during daytime hours. Possibilities include:
 - A WMFE Kids Channel. This channel will include PBS Kids and local children's programming.
 - A WMFE Encore Channel. This channel will feature a rebroadcast of primetime public television fare.
- A number of Florida stations plan on participating in the **Florida Knowledge Network**. This will be a teacher-training resource delivered directly into the state's classrooms, providing educators with direct access to the highest quality programming, electronic field trips, and distance learning. Linked with the state Department of Education and school systems in 17 counties, the network will tailor programming schedules and curriculum for localized use. Stations will adapt the Department of Education feed to meet their viewing area's specific needs, supplementing the programming with local educational content. Datacasting will allow teachers to download lesson plans and educational

materials, and programming may include instruction on the GED, math, science, English, art, music, and foreign language.

- During early transition, **KNME** (Albuquerque, NM) plans to multicast several channels in standard definition television during daytime hours. Some of them include:
 - A PBS Kids feed and Ready to Learn service.
 - A PBS You feed, adult education, and college credit telecourses programming.
 - A New Mexico Channel featuring gavel-to-gavel coverage of the state legislature and other public affairs programming.
 - A workforce development channel.
 - A rebroadcast of the analog signal.
 - As the rollout progresses, KNME will introduce more multicasting services. Some of them may possibly include:
 - An adult learning service featuring professional development opportunities for K-12 teachers and vocational training for others.
 - GED-on-TV
 - A New Mexico “University of the Air,” including distance education programs and college credit telecourses.
 - A community service channel.
 - A business channel.
 - A medical/healthcare service.
 - A pledge-free subscription channel.
- In collaboration with multiple educational institutions, **Maryland Public Television** plans to launch a dedicated education channel, providing a number of services to meet the lifelong learning needs of MPT's viewers. Potential partners include the University System of Maryland, the State Department of Education, the Maryland Higher Education Commission, the Information Technology Board, local school districts, and the states community colleges. Among the possibilities under discussion are:
 - A College of the Air. In collaboration with community colleges across the state, MPT currently broadcasts two hours of college-level telecourses a night, serving 18,000 students annually. As it converts to digital, the network plans to offer a College of the Air -- dramatically increasing the number of telecourses it broadcasts and the students it helps educates.

- Teacher Training. A dedicated educational channel would allow MPT to expand its Mathline service and create additional subject-oriented training services. For example, in collaboration with Colleges of Education at Maryland colleges and universities, MPT could develop more professional development programs for in-service and pre-service teachers, allowing them to learn from master teachers across the state. Working with local school districts, MPT could videotape some of the state's best teachers in action, showcasing the most effective instructional practices to enhance the quality of instruction in classrooms across Maryland.
- GED/Adult Education. In collaboration with the Maryland State Department of Education, MPT has broadcast a series of programs offering adult students an opportunity to study for their GED. With additional broadcast time, MPT could offer additional adult education courses focusing on basic literacy, basic mathematics and other similar offerings. Many of these courses are currently available through national educational distributors and others could be developed in collaboration with Maryland adult educators. These services would allow home-bound adults, correctional institution inmates and others unable to travel to adult education courses to further their basic educational skills.
- Electronic Fieldtrips. In collaboration with a variety of educational organizations, Maryland Public Television has developed a number of live interactive distance learning events that transport Maryland students to places across the state and across the country. The educational channel would regularly offer these programming opportunities to Maryland students.
- Workforce Training. Working with businesses and educational institutions, MPT could develop and offer workforce training. By providing this service, the network could contribute to Maryland's economic community.
- During early transition, **Nashville Public Television's** multicasting platform will include:
 - A children's education channel, featuring instructional television.
 - An adult learning and teacher training channel.
 - A public access channel on which viewers could dictate programming.
 - A government access channel, covering the city council and other agencies.

- Following the transition, Nashville Public Television will likely focus on four areas:
 - Increased Educational Programming. Nashville Public Television intends to use its multicasting capacities to expand and enhance its educational services to schools. Currently, NPT offers two distinct schedules of curriculum-based or related programming for K-12 schools, one on broadcast and the other on cable. With the advent of digital broadcasting, the station plans to carry both of these schedules, which will be available to all students in every classroom. NPT will continue to offer significant amounts of teacher training activities in the use of technology in the curriculum, as well as develop educational programs that could be delivered in the future on digital platforms.
 - A Kids Education Channel. The station will also launch a Kids Education Channel, a schedule of both younger and older children's educational programs so that a broader range of children will have access to age-appropriate programs during more hours of the day. For example, NPT could run a schedule of programs for children aged 6 and above during the late afternoon hours and into the early hours of primetime.
 - An Adult Education Channel. A continuing education and adult education channel, which would incorporate adult learning courses offering credit through local colleges as well as teacher and related professional development opportunities. Currently, one of NPT's cable channels offers programming from the Annenberg/CPB service, which could be expanded on the DTV broadcast platform.
 - The NPT Public Affairs Channel. The NPT Public Affairs channel will feature coverage of the Nashville City Council, the Tennessee Legislature, and public events at venues like the Freedom Forum First Amendment Center. Nashville Public Television already has programming partnerships with each of these institutions, which can be expanded in the digital environment.
- Digital television will allow **New Hampshire Public Television** to multicast four different streams of standard definition television signals simultaneously. Possible options for multicasting channels include:
 - A Children's Channel: a "safe place" for children filled with preschool and school-aged programming. This channel will feature such kids' fare as Arthur, Barney, and Bill Nye, the Science Guy.
 - A Professional Development Channel. This channel will be devoted to workforce training and professional development. Programming on this

channel could increase savings for government and businesses as they cut down on employee training costs. For example, firefighters and emergency medical technicians (EMTs) could be re-certified via broadcast courses instead of assembling them twice a month for mandatory classes. Because they don't have to travel, the technology helps to save overtime and mileage costs while making learning more convenient.

- A Distance Education Channel. This channel will increase educational opportunities for students living in rural areas. NHPTV expects digital television to level the playing field, making educational opportunities equally available to everyone. For example, one teacher could instruct students around the state on the intricacies of the Japanese language, while another teaches the fundamentals of physics.
- Other possible channels include:
 - A Ready to Learn channel.
 - A Ready to Work channel.
 - K-12 Instruction.
 - Adult telecourses, GED on TV.
 - Government, public affairs, and legislative hearings.
 - Cultural Affairs.
- **Iowa Public Television** is planning to multicast the following channels in standard definition television during daytime hours:
 - A Children's Channel/Ready to Learn service. A "safe place" for children filled with preschool and school-aged programming, broadcast at times when other channels cater to adults with programming not suitable for children.
 - A Prime Times Channel. Programming aimed at addressing the unique concerns and interests of Iowa's senior population.
 - A Lifelong Learning Television Channel. A channel dedicated to formal instructional programming, college credit telecourses, GED on TV, foreign language training, English as a second language courses, workforce training, and repeat telecasts of general audience "how to" programming.
 - An All Iowa Television Channel. Reserved for programming produced by Iowa Public Television and other independent television producers in the state.
 - An Iowa Public Affairs Television Channel. A place where citizens can get information about their government through coverage of events, meetings, public affairs issues, and state and legislative activities.

- A group of western public television stations (Idaho Public Broadcasting, KNPB in Reno, Nevada, KUED in Salt Lake City, Utah, and Wyoming Public Television) have created a multi-state partnership called FocusWest to deliver news and public affairs programming of interest to Americans in the west through an innovative new digital multicast channel. FocusWest is committed to covering significant public affairs issues in the intermountain west, and to bringing together local and regional perspectives on those issues. The project aims to deepen and enhance understanding of the issues it covers by melding the talents and resources of Idaho Public Television, KNPB Channel 5 - Reno, and Wyoming Public Television. Each featured production combines the unique strengths of television, print, and new digital media to encourage greater understanding of, and involvement in, regional civic affairs. See www.focuswest.org.