

**Before the
Federal Communications Commission
Washington, D.C. 20554**

In the Matter of:)
)
FCC Localism Task Force)
) RM-10803
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**COMMENTS OF THE ASSOCIATION OF PUBLIC TELEVISION
STATIONS**

The Association of Public Television Stations (“APTS”) hereby submits comments in the above-captioned proceeding. APTS is a nonprofit organization whose members comprise the licensees of nearly all of the nation’s 357 CPB-qualified noncommercial educational television stations. APTS represents public television stations in legislative and policy matters before the Commission, Congress, and the Executive Branch and engages in planning and research activities on behalf of its members.

In the debate over media-ownership rules, there has been no dispute that the goal is the preservation of local media and universal service. However, few have focused on what may be the last true bedrock of locally controlled free, over-the-air media: *public television stations*. Public television stations in this nation are local in structure and mission, licensed as they are to numerous local communities and local and state institutions, and relying on local financial donations for a significant portion of their daily operations. Moreover, public television’s outreach efforts extend beyond the television screen to contribute to education and community involvement on a local level. As public television stations transition to digital operations, they face unprecedented challenges as

well as unique opportunities to extend their public service mission through the transmission of multiple educational and public safety services.

However, public television stations cannot do it alone and unaided. They need critical federal funding and policy support to make the promise of local digital services a reality. For instance, Public Television has argued in other proceedings before the Commission (a) that the Commission must ensure that the entirety of a station's free, over-the-air digital broadcast signal is carried by cable systems both during and after the transition; (b) that the Commission must quickly create rules to facilitate the operation of digital translators so that the digital transition may proceed in rural as well as urban areas; and (c) that the Commission should ensure the fair and full carriage of local analog and digital signals on direct broadcast satellite systems.

As APTS CEO and President, John Lawson has stated, "Public broadcasting *is* locally-controlled media. Helping us furthers the professed goals of all parties in the media consolidation debate."¹ As the Commission considers the myriad of issues surrounding the importance of localism in the American media landscape, it should be especially aware of Public Television's role in preserving this value.

I. Public Television: Local in Structure and Mission

By statute, and pursuant to the policies established by the Commission and the Corporation for Public Broadcasting, the purpose of public television stations is to serve the public interest by providing educational and informational services to their local

¹ See John M. Lawson, "The Real Locally Controlled Media," *Broadcasting and Cable* (June 16, 2003), reproduced at Appendix A.

communities.² The public television “system” in this country is, by design, decentralized. The 357 local public television stations are operated by local community foundations, colleges, universities and school districts as well as locally-responsive state commissions. In addition, most public television stations possess community advisory boards that allow direct feedback from the community regarding performance and adherence to public television’s mission.³ Moreover, daily operations are directly funded by donations from local viewers, ensuring community responsiveness in a very concrete financial way. In fact, one-quarter of Public Television’s funding comes from individual donations, while only about 15 percent of funding comes from the Federal Government.⁴ The balance is funded by local businesses, state and local governments, local colleges and universities, and foundations.

² 47 U.S.C. §§ 396(a)(5) ([I]t furthers the general welfare to encourage public telecommunications services which will be responsive to the interests of people both in particular localities and throughout the United States, which will constitute an expression of diversity and excellence, and which will constitute a source of alternative telecommunications services for all the citizens of the Nation”); 396(a)(6) (“[I]t is in the public interest to encourage the development of programming that involves creative risks and that addresses the needs of unserved and underserved audiences, particularly children and minorities”); 396(a)(8) (“[P]ublic television and radio stations and public telecommunications services constitute valuable local community resources for utilizing electronic media to address national concerns and solve local problems through community programs and outreach programs”). In addition, CPB is authorized to “facilitate the full development of public telecommunications in which programs of high quality, diversity, creativity, excellence, and innovation, which are obtained from diverse sources, will be made available to public telecommunications entities, with strict adherence to objectivity and balance in all programs or series of programs of a controversial nature.” 47 U.S.C. § 396(g)(1)(A). See also 47 CFR § 73.621 (FCC rules requiring public television stations primarily to serve the educational needs of the community and requiring a noncommercial educational service).

³ Other than states, political or special purpose subdivisions of a State or public agencies, all public television licensees must have a Community Advisory Board in order to receive CPB grants. 47 U.S.C. § 396(k)(8)(A). The FCC has succinctly stated why state licensees are not required to have community advisory boards: “While it is true that stations licensed to state or local jurisdictions are not required to have advisory boards, these stations are often under even more direct public control since state and local officials are accountable for their action or inaction through the electoral process.” Revision of Program Policies and Reporting Requirements Related to Public Broadcasting Licensees, Report & Order, FCC 84-294, 98 F.C.C.2d 746 ¶ 21 (1984). For CPB’s policies regarding the advisory board, see “Certification Requirements for Station Grants Recipients,” www.cpb.org/about/corp/certification.

⁴ See www.pts.org/html/faq/faq.html.

A. Public Television: Reaching Out to the Community

Pursuant to their mission to serve their local communities,⁵ public television stations across the nation have provided not only a mix of national, regional and local programming, but have also engaged in local partnerships and outreach efforts. For instance, the National Center for Outreach, through funding provided by CPB, assists public television stations in facilitating meaningful outreach to local communities and helping to foster and deepen existing community partnerships by supporting stations' outreach missions; communicating pipeline opportunities; advancing best practices; sharing resources; training new and experienced outreach professionals; funding local outreach with annual grants; and organizing national meetings to enhance local outreach.

Ready to Learn. In addition, through its *Ready To Learn* initiative, Public Television has contributed toward our nation's most urgent educational goal— ensuring that all children begin school ready to learn – in a very local way. The core of *Ready to Learn* is to provide non-violent, commercial-free, educational children's television programming broadcast free of charge to every American household. This daily broadcast includes some of the most popular, award winning and engaging children's programming over their local public television station—Arthur, Dragon Tales, Clifford, Between the Lions and Reading Rainbow. Through local public television stations, *Ready To Learn* (RTL) coordinators have made these characters come to life by reading to children in their communities and providing extensive outreach services to parents, child care

⁵ 47 U.S.C. §396(a)(8) (“[P]ublic television and radio stations and public telecommunications services constitute valuable local community resources for utilizing electronic media to address national concerns and solve local problems through community programs and outreach programs”).

providers and other early childhood professionals.⁶ In addition to the millions of children reached nationwide through broadcasting, public television RTL provides the following:

- 650,000 parents and early childhood professionals have participated in 20,000 community-based Ready To Learn workshops on using television wisely, developing children's learning skills and preparing children to read.
- Approximately 7 million children have benefited from their parents' and teachers' participation in Ready To Learn outreach services.
- And over a million free, new books have been distributed through public television RTL to disadvantaged children.⁷

Other Outreach Efforts. In addition, local public television stations conduct independent efforts to enhance their local programming with effective community outreach services. These include additional efforts to enhance early reading, to provide support for child care professionals, to address issues of local concern for older Americans, to provide worker retraining, to enhance democracy and to respond to community crises. In this way, the noncommercial educational services public television stations provide extend beyond the television screen. Representative examples of these local outreach efforts are described at Appendix B.

B. Using Digital Television to Enhance Local Service

With the conversion to digital broadcasting, public television can continue this legacy of service and can accomplish so much more. The inherent flexibility and capabilities of digital television will enable public television stations to deliver a number of enhanced educational and public safety services to the public in ways that could only be dreamed of in the analog world. As the digital transition progresses, public television

⁶ See www.pbs.org/readytolearn.

⁷ See www.aps.org/html/legislative/legislative.html.

stations are evolving from broadcasters serving their local communities to interactive local public interest media institutions with deep ties to other public service institutions and citizens within their local communities.

Multicasting. For instance, public television stations are taking advantage of digital television's technological flexibility by broadcasting multiple program streams to bring new services to the public that could not be made available under the constraints of a single analog program stream. These include 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. Detailed descriptions of these multicast programming services can be found at Appendix C to this Comment.

Providing Educational Data. Public television transmitters also have the potential to provide localized noncommercial educational services over a broadband-like digital infrastructure to all Americans. The inherent flexibility of digital broadcast technology can allow for the delivery of data at extraordinary speeds in conjunction with a multicast television experience. This extraordinary data delivery mechanism, in conjunction with other technologies designed to provide a return path capability, can facilitate the delivery of high-quality noncommercial educational services through a broadband-like pipe.

In this regard, public television stations have dedicated a portion of their digital bandwidth to providing access for all Americans to educational services. APTS member stations have committed 4.5 megabits per second of their DTV bitstream (one-quarter of their digital channel capacity on average) to the delivery of formal educational services.

This level of digital capacity will deliver data at rates 80 times faster than 56K dial-up modems and 15 times faster than digital subscriber line (DSL) connections. Three licensees – Wisconsin Public Television, the New Jersey Network and KCPT (Kansas City, MO) – have already demonstrated the power of this kind of data service for education.

- The Wisconsin Educational Communications Board has used DTV technology to deliver educational data overnight to local schools with computers equipped with DTV tuner cards. In two Madison elementary schools, fourth-graders are now able to view video segments of downloaded material as many times as they wish and can explore additional resources such as graphics, written materials, and audio recordings. The enhanced resources include video segments, maps, photographs, historical documents, tours designed to help guide student learning, and audio segments of actual diaries. For teachers, there is an integrated teacher guide, teaching tips, and a list of related Wisconsin Model Academic Standards.
- New Jersey Network has produced original video content, which it datacasts to a media server located in Columbus Elementary School in Trenton, the pilot site. Teachers may then download from the server "on-demand" course supplements and NJN's customized, modular video segments to enhance the content in the lesson plan.
- Through its *New Jersey Workplace Literacy Program*, New Jersey Network has also been helping to address adult literacy through a groundbreaking partnership with the New Jersey Department of Labor in which it uses a variety of technologies, including its digital television signal, to deliver work force training materials to welfare recipients, dislocated workers and other job seekers to designated sites in New Jersey. NJN's first digital series, called JOBCAST, is broadcast on NJN's digital channel. NJN is now expanding this initiative to adopt in-school programs for teenagers, with private sector support.
- In addition, public television station KCPT (Kansas City, Missouri) is currently running a pilot project for datacasting to schools and colleges. The project will take datacasting from content preparation through delivery to two K-12 schools and two colleges and evaluate technical and instructional support needed by

the end users. KCPT is using locally produced video and web content for the project, including *Water and Fire, the Story of the Ozarks* and *Uniquely Kansas City*.

Enhancing Public Safety. In addition, a fully digitized public television system could offer significant new public safety advantages. By using its existing wireless digital broadcast capability, Public Television can establish national and regional Homeland Security public safety networks. In this regard, Public Television's congestion-free bandwidth can support public alert systems as well as closed networks to enable public safety and emergency management agencies to securely transmit critical, time-sensitive information. These services are provided through a technology called "datacasting," whereby data originating from a public safety agency would be received by a local PTV station, which then encrypts the data, inserts it into the digital TV signal, and sends the packet through its digital transmitter to personal computers or local area networks equipped with an inexpensive DTV tuner card (\$300) and a small antenna (\$30). The data can consist of video, text, audio, graphs and maps.

A datacasting system of this type provides many advantages to public safety agencies. First, transmission of the data over the digital broadcast signal is nearly instantaneous, compressing minutes of alert time and information lags to just a few seconds. Second, this infrastructure can bypass the congestion common to wireline and wireless services, such as the Internet, telephone and cellular networks. Third, the system would be "addressable" so that public safety agencies can pinpoint to whom the data is sent, whether to relevant agencies, mobile units, or first responders in the field. Lastly, because public television stations reach nearly every American household, the digital infrastructure – once fully built out – could supplement the digital broadcast Emergency

Alert System as a national alert system to reach all homes, schools, hospitals and businesses via computers.

Several public television stations and state networks have already pioneered local public safety datacasting networks. For example:

- Kentucky Educational Television (KET), in partnership with the local branch of the National Oceanic and Atmospheric Administration (NOAA), commissioned the development of software that allows it to use its digital broadcast capacity to immediately send emergency storm alerts, weather information, criminal profiles and updates, and other time-sensitive materials instantaneously to computers around the state.
- In partnership with the University of Texas Medical Branch-Galveston (UTMB), public television station KERA is using digital broadcast facilities to deliver crisis communications to discrete recipients or the public at large. UTMB is the nation's largest provider of telemedicine and home of the first maximum biological containment laboratory located on an academic campus in the United States. KERA and UTMB form a critical interface in the war on terrorism, linking many of the nation's most prestigious researchers in the fields of biological defense, vaccine development and emerging infectious diseases to a major digital network delivery system.
- WNET-DT/New York City is leading the way in prototyping a new broadband emergency alert system capability using their digital transmitter located on the Empire State Building. WNET-DT will use a portion of their digital spectrum in order to develop a system to capture, integrate, disseminate and display video, other sensor data, and multi-source intelligence data to support special operations for urban environments, perimeter defense, homeland defense emergency response systems and emergency broadcast systems. The project will demonstrate how first-responders will receive high-value information that will improve their ability to perform critical functions during an emergency.
- New Jersey officials and the New Jersey Network (NJN) are working together to use datacasting send vital information – evacuation instructions, bioterror alerts, images of skin rashes, medical procedures – to emergency workers. In the first homeland security datacasting project in the country to work with a nuclear facility, the NJN datacasting system is being tested in the Emergency Planning Zone around the Oyster Creek Nuclear Generating Station. Working in partnership with the New Jersey State Office of Emergency Management, NJN installed datacasting cards in the personal computers at Ocean County and Lacey Township Emergency Operation Centers. Once this project demonstrates the potential for very quick, efficient and robust distribution of emergency

information to multiple receiving devices using NJN's digital television airwaves, it may be expanded to emergency centers across the state.

- In Missouri, public television station KMOS has engaged in a partnership with Central Missouri State University and the Missouri National Guard to develop a Continuity of Operation plan for the Guard's state operations center in the event of a crisis or disaster and to serve as a backup system for the Guard as well.
- Similarly, station KLVX in Las Vegas is using its digital system to enhance the security of Las Vegas' water lines. KLVX is also working with the Clarke County Emergency Preparedness office to take advantage of its current links to over 300 schools in the region that are designated as safe evacuation sites in order to communicate with these centers in case of emergency.

A white paper providing further detail on how Public Television can enhance public safety through its digital infrastructure has been provided at Appendix D to this Comment.

II. Public Television Requires Critical Federal Funding and Policy Support

Public Television is without a doubt a national treasure and a critical local resource. But it cannot survive unaided. Like democracy itself, this public resource requires careful tending in the form of adequate funding and supportive federal policy.

A. Public Television Requires Adequate Federal Funding

Despite the promise that digital broadcasting holds to enhance and expand the educational mission of public television, public television stations are facing a number of obstacles to completing the digital build-out, not the least of which is lack of funding.⁸ It has been estimated, for instance, that the cost of digital conversion for public

⁸ Among the 357 public television stations in the nation, 233 (65%) are broadcasting in digital. See <http://www.pts.org>.

broadcasting (including radio) will total \$1.8 billion.⁹ While public television stations have raised a substantial amount of digital conversion funds, totaling \$733 million, from state, local and private sources,¹⁰ to date, the Federal government has allocated only \$313.84 million.¹¹ In addition, a number of public television stations are facing severe financial challenges due to current economic conditions and state budget crises. Meanwhile stations throughout the nation are simultaneously facing the increased operations cost associated with operating two stations – one analog and one digital—until the DTV transition has run its course.¹² Moreover, in addition to its digital upgrade and operation needs, Public Television needs continued federal assistance in order to extend and improve upon its current analog service. Full details regarding the federal funding request for public broadcasting – for both analog and digital operations—have been

⁹ Corporation for Public Broadcasting Appropriation Request and Justification FY 2004 and FY 2006, Submitted to the Labor, Health and Human Services, Education and Related Agencies Subcommittee of the House Appropriations Committee and to the Labor, Health and Human Services, Education and Related Agencies Subcommittee of the Senate Appropriations Committee, p. 9 (February 2003), available at: http://www.cpb.org/about/reports/appropriation/fy04_fy06/index.html.

¹⁰ Approximately \$473 million in state funds have gone to aid in the digital conversion and well over \$260 million in private funds have been raised for the digital transition. http://www.cpb.org/digital/funding/dig_funding.html. The Association of Public Television Stations reports a slightly different number of \$771 for private and state funding for the digital conversion. See <http://www.aptv.org/html/digital/dtv/funding.htm>.

¹¹ This includes approximately \$131.87 million in digital funds through the Department of Commerce Public Telecommunications (\$14.1 million for FY 2000, \$34.7 million for FY 2001, \$36.2 million for FY 2002, \$25 million for FY 2003, and \$21,870,200 for FY 2004), <http://www.ntia.doc.gov/otiahome/ptfp/awards/earlieryears.htm>; \$153.05 million for CPB digital appropriations (\$20 million for FY 2001, \$25 million for FY 2002, \$48.4 million for FY 2003, and \$59,646,000 for FY 2004), http://www.cpb.org/digital/funding/dig_funding.html; and \$28.92 million through the Rural Utilities Service for digital upgrades in rural areas (\$15 million for FY 2003 and \$14 million for FY 2004), Department of Agriculture, Rural Utilities Service, Public Television Station Digital Transition Grant Program, Notice of Funds Availability, 68 Fed. Reg. 42680 (July 18, 2003).

¹² Comments of the Association of Public Television Stations, the Corporation for Public Broadcasting and the Public Broadcasting Service, MB Docket 03-15, p 10 (April 21, 2003).

submitted by the Corporation for Public Broadcasting and can be found at:

http://www.cpb.org/about/reports/appropriation/fy04_fy06/index.html.

B. Public Television Requires Supportive Federal Policy

Public Television also requires supportive federal policy to ensure its continued viability. For instance, Public Television has argued in other proceedings before the Commission (a) that the Commission must ensure that the entirety of a station's free, over-the-air digital broadcast signal is carried by cable systems both during and after the transition; (b) that the Commission must quickly create rules to facilitate the operation of digital translators so that the digital transition may proceed in rural as well as urban areas; and (c) that the Commission should ensure the fair and full carriage of local analog and digital signals on direct broadcast satellite systems. These issues are of critical and direct importance to the success of the digital transition and the survival of public television.

Digital Cable Carriage. As Public Television has repeatedly demonstrated, without full carriage of their entire digital signal on cable, public television stations will be unable to adequately address the need to provide educational programming to multiple audiences and to serve underserved audiences in accordance with its statutory mandate. Moreover, without full multicast carriage, public television stations will inevitably face declining underwriting, membership and government support, resulting in a deterioration

or failure of service to their communities.¹³

Digital Translators. In addition, without rules to facilitate the conversion of translators to digital operation, millions of rural Americans will likely not receive critical educational and public safety services over digital broadcast technology.¹⁴ Through its system of full-power transmitters and over 700 translators, public television provides services to nearly all television households. Because millions of rural residents rely on this technology to receive television signals, the potential loss of translator service would be devastating to these communities. Public Television applauds the Commission's adoption of a Notice of Proposed Rulemaking that seeks comment on how to upgrade the translator, low power and Class A service to digital operations and looks forward to working with the Commission to resolve issues of critical importance to Public Television and rural Americans.

Satellite Carriage. Lastly, the Commission should ensure the fair and full carriage of local analog and digital signals on direct broadcast satellite systems. In this regard, the Commission should rule with finality that EchoStar's practice of segregating

¹³ See Letter to Jane Mago from the Association of Public Television Stations, the Corporation for Public Broadcasting and the Public Broadcasting Service, CS Docket No. 98-120 (Sept 17, 2003) (providing examples of multicast programming); Letter to Michael K. Powell, from the Association of Public Television Stations, the Corporation for Public Broadcasting and the Public Broadcasting Service, CS Docket No. 98-120 (Sept. 10, 2002) (setting forth statutory basis of full carriage); Ex Parte Comments of Public Television, CS Docket No 98-120 (March 20, 2003) (setting forth constitutional basis for full carriage with supporting affidavits); and Letter to Marlene Dortch from the Association of Public Television Stations, the Corporation for Public Broadcasting and the Public Broadcasting Service, CS Docket No. 98-120 (Aug 12, 2002) (rebutting claims by Laurence Tribe regarding constitutional implications of mandatory full multicast carriage).

¹⁴ See Association of Public Television Stations, Public Broadcasting Service and Corporation for Public Broadcasting, Petition for Rulemaking, Enhancement of Broadband Access Through the Preservation of Public Television Translator Service and the Development of Digital Translators and Digital On-Channel Repeaters (May 29, 2002); Comments of the Association of Public Television Stations, the Corporation for Public Broadcasting and the Public Broadcasting Service, RM-10666 (May 16, 2003); and Reply Comments of the Association of Public Television Stations, the Corporation for Public Broadcasting and the Public Broadcasting Service, RM-10666 (June 16, 2003).

the local analog signals of educational broadcasters (as well as other disfavored programming) on wing satellites that require the installation of an additional dish is discriminatory and illegal.¹⁵ In addition, in light of the explosion of satellite capacity currently available or expected to be available, the Commission should not exempt satellite television from the kinds of requirements that apply to cable when it comes to digital signals.¹⁶ With 19 percent of American households subscribing to direct broadcast satellite services,¹⁷ satellite carriage of public television digital signals is vital to enhance the reach of public television and to spur the transition to digital broadcasting.

¹⁵ See Association of Public Television Stations and Public Broadcasting Service *Ex Parte* Comments on DIRECTV Petition for Expedited Action, CSR-5865-Z (May 7, 2003); Application for Review of the Association of Public Television Stations and the Public Broadcasting Service, CSR-5865-Z (May 6, 2002); Reply Comments of Association of Public Television Stations and Public Broadcasting Service, CSR-5865-Z (Feb. 4, 2002); Comments of the Association of Public Television Stations and Public Broadcasting Service, CSR-5865-Z (Jan. 23, 2002).

¹⁶ See, Reply Comments of the National Association of Broadcasters, MB 03-172 (Sept. 26, 2003).

¹⁷ See http://www.skyreport.com/dth_counts.cfm.

Conclusion

As the Commission considers the issues surrounding the importance of localism in the American media landscape, it should be especially aware of Public Television's contribution to preserving this value. Public television stations throughout the nation provide critical local broadcast and outreach services to their communities. With the digital conversion, these stations are grasping the opportunity to enhance their service through multicast digital channels, educational datacasting, and public safety data transmission. However, to make the best of this opportunity, public television stations require adequate funding and favorable policy from the federal government.

Respectfully submitted,

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February 4, 2004	

APPENDIX A

The Real Locally Controlled Media¹⁸

By John M. Lawson

In the debate over media ownership rules, both sides have said the goal is the preservation of local media and universal service. However, neither side gave much consideration to the last true bedrock of locally controlled free, over-the-air media—public broadcasting stations. Taking local public broadcasters for granted is unfortunate because, without some care, they could go away.

It's hard to get more "local" than public broadcasting. Our stations are operated by community foundations, state commissions, and colleges, universities, and school districts. Our "business model" is about as grassroots as it gets: We *give away* our programming—advertising free—and *then* ask people to help pay for it. We give real meaning to "free, over-the-air."

So, for the policymakers and interest groups still concerned about commercial media concentration, we in public broadcasting have a modest request. We ask that you spend at least *some* of your energy and concern to ensure the survival and growth of locally-controlled *public* media.

What we need from you is a well-defined and fairly limited set of policy changes. At the FCC, we need the commission to finally act on two cable carriage issues that have been languishing for years. First, we need some sort of transitional carriage for our digital signals. The digital transition will never be completed without the government using its Supreme Court-sanctioned authority to act in this area.

Second, we need this commission to reverse the notorious split decision of the Kennard commission on the issue of "primary video." Our stations have raised nearly \$1 billion for DTV conversion based on specific plans for multiple new digital services. These include public affairs, kids, educational programming and datacasting. The Kennard decision will define most of these services as "secondary" and therefore not worthy of cable carriage. This hostile policy will render much of our stations' digital facilities as "white elephants" on the media landscape.

Preserving local public broadcasting also requires Congress and the White House to realize that the digital transition did not end for public stations on May 1 of this year. Additional matching funds are needed to meet FCC requirements for simulcasting and signal replication and maximization. And in a recent survey, our member stations indicated their highest priorities for FY 2004 funding were digital cameras and related studio upgrades. Local production is clearly a priority of public television.

From the public interest community, we ask that some of your concern about preservation of local commercial media be channeled into the preservation of local noncommercial

¹⁸ This editorial appeared in the June 16th 2003 edition of Broadcasting and Cable.

media. From some of these groups, public television has received just the opposite. Under Chairman Michael Powell, the FCC provided public broadcasters with the flexibility to use some of their non-broadcast digital capacity for “ancillary and supplementary” services that could produce much-needed revenue. Rather than support this welcomed relief, some of the groups actually challenged parts of the decision in the U.S. Court of Appeals. Fortunately, the court upheld the FCC decision, but the groups are considering an appeal. What a misplaced investment of resources!

The bottom line for us: Public broadcasting *is* locally-controlled media. Helping us furthers the professed goals of all parties in the media consolidation debate. We hope those parties will look to public broadcasting as part of the solution.

John M. Lawson is the president and CEO of the Association of Public Television Stations.

APPENDIX B

Beyond the Screen: Local and Regional Outreach Activities Conducted by Public Television Stations in Their Communities

Because local public television stations are intimately connected to their communities, they have been on the forefront of local outreach efforts to enhance early reading, provide support for child care professionals, address issues of local concern for older Americans, provide worker retraining and respond to community crises. The following are some representative examples of these activities.

EARLY READING

- **KCTS/Seattle, WA** airs more than 65 hours of quality, commercial-free children's educational programming each week and, through its Learning Services Cooperative, broadcasts 360 hours of instructional television each year to schools and school districts. In 2002, KCTS Learning Services launched a video streaming service providing teachers in the KCTS School Cooperative with access to more than 14,000 individual clips that can be integrated into lesson plans and student research. The station enhances children's literacy skills and school readiness with a variety of community-based services through its Kids & Family program, including online resources, workshops for parents and educators, the annual *Reading Rainbow* Young Writers and Illustrators Contest, and the distribution of hundreds of free books to children and families who otherwise would not own them.
- **Detroit Public Television.** The Enrichment Channel (TEC) is a curriculum-based, educational media production and distribution project. Detroit Public Television produces 3 early elementary (2nd, 3rd & 4th grades) literacy videos, CD-ROMs and Internet applications in partnership with 4 intermediate school districts (ISD) and Detroit Public Schools. In this partnership, the schools work with Detroit PTV to develop research-based content and to ensure that the content is aligned with Michigan Curriculum Framework standards and benchmarks. The intent is to produce media that enhances the effectiveness of literacy instruction by basing content and "inter-activities" related to arts, cultural and children's real life experiences. TEC early literacy content is consistent with the Michigan Literacy Progress Profile as well as national (No Child Left Behind) and state reading readiness initiatives.
- **KCPT/Kansas City, MO** has piloted a new effort known as FELA (Family Emergent Literacy) with a partnership grant with the Hickman Mills School District through its 21st Century Schools grant. The district has identified targeted schools with the lowest reading scores KCPT. Ready To Learn staff work with parents and teachers from these schools to provide books and encouraging a love of reading in children.
- **Blue Ridge Public Television/Roanoke, VA.** With unemployment rising across the region among communities with 40% illiteracy, **BRPTV** is conducting early Childhood outreach through its **Ready To Learn** program, which is focusing on parent teacher training. Fifty-four workshops, are scheduled for 1,073 adult caregivers, of 7,703 children. In addition, first books are provided this year to 10,484 "at-risk" children in central, Southside and southwest Virginia.

- **WCET/Cincinnati, OH**, Just in time for the Ohio Bicentennial - *Write Now, Ohio* brings Ohio authors to students in hundreds of classrooms throughout the state. The program *Write Now, Ohio* is designed for students in grades four through six and provides an interesting and creative way for students to improve their literacy skills.

CHILD CARE

- **Connecticut Public Television**. Originally based on the PEP curriculum designed by child development specialists at Children's Television Workshop, *First Step* has since expanded to include the Ready to Learn project. Ready to Learn is a national PBS school readiness initiative, established in response to the National Education Goal that by the year 2000, all American children will begin school ready to learn. Since CPTV began the program in 1994, *First Step* has held more than 125 workshops (40 in 1999 alone); trained more than 1,000 care providers and parents; impacted more than 10,000 children across Connecticut; and distributed more than 5,000 free, new preschool books each month to low-income families across Connecticut. In 1998 CPTV brought the *First Step* program beyond the classroom by producing the TV program *Television Can Teach: A First Step Workshop*. Designed to reach parents and caregivers throughout Connecticut, it explains the principles of First Step, demonstrates their application, and encourages alternatives to TV viewing.
- **IdahoPTV's** monthly newsletter, *Connections*, is designed for those who care for children, birth through eight. Throughout the school year, *Connections* provides information in one place about the themes of each children's program, each day, along with book titles for infants, toddlers, and pre-schoolers that tie to weekly themes.
- **WSIU/Carbondale, IL** has worked with local organizations, including local colleges, area child care professionals, elementary and secondary schools and libraries to develop informative workshops, materials, and community activities to enable child care providers and parents to understand how to use public television to enhance the growth and education of young children.

OLDER AMERICANS

- **WHYY's Wider Horizons** is an information and entertainment service for everyone looking forward to or living the second half of life—those planning a new career or retirement, active elders, children of aging parents, the homebound, and everyone interested in living a satisfying life enhanced by intellectual stimulation, lifelong learning and a continuing connection to the things and places they love. See www.whyy.org/widerhorizons.
- In celebration of Older Americans Month 2003, **Mississippi Educational Broadcasting** and several aging services providers sponsored three workshops to inform senior adults about federal policy information, health issues and local agencies whose main mission is to help seniors in need. The program included workshops, exhibits and presentations by

state and local aging service organizations, health and family caregiver discussions and opportunities for seniors to sign up for volunteer activities.

WORKER RETRAINING

- In partnership with Alamo Workforce Development, Inc., public television station **KLRN** in San Antonio, TX has developed a website to support San Antonio's job growth demands by providing high-quality careers paths, guidance, and tools to students, parents, educators and businesses. See www.careerfest.net. It is a growing catalogue of career development materials that allows quick and easy access to a range of relevant resources. The website can help students explore jobs with career potential in computers, information technology, biotechnology, aviation, architecture, and other exciting, growing fields.
- **New Jersey Network/NJ Workplace Literacy Program**. Available at community-based sites throughout the state, the New Jersey Workplace Literacy Program was created in partnership with the New Jersey Department of Labor (DOL) and NJN Public Television to deliver workforce training programs and services directly to welfare registrants, dislocated workers and other job seekers identified by DOL. Using digital television technology, the Internet and print materials, NJN provides interactive training services that allows participants to address individual employment-related issues at their own pace. The program is currently available at one-stop employment centers in Camden, Trenton, Neptune, Bridgeton, Jersey City, and Elizabeth; the Newark Housing Authority; a Department of Corrections' assessment and training center in Camden; the Urban League in Jersey City; and community-based organizations in Newark and Paterson.

ENHANCING DEMOCRACY

- **Iowa Public Television** created an effort, entitled *Mi Primer Voto*, to provide first-time Hispanic voters with special services. The campaign included specialized program offerings, public service announcements, and targeted outreach to inform the state's largest minority population about the voting process and encourage voter registration.
- In **Warrensburg, Missouri**, public station KMOS offered *Show-Me the Vote*, which included a campaign documentary about the Missouri candidates for the U.S. Senate, a live open forum connecting multiple sites across the state, and classroom materials for Missouri teachers.
- The Albuquerque public television station, **KNME**, brought together tribal leaders and gubernatorial candidates to focus on Native American issues and, separately, engaged the Native American population in New Mexico through a one-day election information event, a Native American political literacy Web page, and two 30-second messages declaring that the "Native American vote counts!"
- **Idaho Public Television** provided enhanced programming and Internet material examining two important ballot initiatives — term limits and gaming.
- **Wisconsin Public Television** produced *On the Verge of Voting*, an educational outreach program for Wisconsin high school student examining television campaign advertising

and truth in advertising. The goal of the effort was to help the student become more discerning consumers of information and more informed future voters.

RESPONDING TO COMMUNITY CRISIS

- After the civil unrest of April 2001 in Cincinnati, **WCET** in Cincinnati created a local outreach initiative called “Common Ground” to address a number of racial issues of concern to the region. Through efforts spearheaded by CET's President and CEO Susan Howarth, virtually all local media outlets joined forces in an effort called the Cincinnati Media Collaborative. Through the Common Ground series, CMC members worked to engage citizens across the region in informed discussions about the issues surrounding the area's racial tensions. For the entire Common Ground effort, all programs have been made available without charge to local schools with lesson plans that not only enhance students' understanding of the issues but also correlate to the Ohio Proficiencies. See www.cetconnect.org/commonground.

APPENDIX C



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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Marlene H. Dortch, Secretary

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.

APPENDIX D

**PUBLIC *DIGITAL* TELEVISION:
IMPROVING HOMELAND SECURITY**

***HOW DIGITAL BROADCAST TECHNOLOGY CAN FORM THE
BACKBONE OF LOCAL EMERGENCY RESPONSE SYSTEMS AND
A NATIONWIDE HOMELAND SECURITY COMMUNICATIONS NETWORK***

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June 2003

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EXECUTIVE SUMMARY

In keeping with our long-standing leadership in using new technologies for educational and public service purposes, the nation's public television stations stand ready to continue our commitment to serving the needs of all Americans through the conversion to digital broadcasting. Public television's digital spectrum and infrastructure enable stations to deliver critical information wirelessly to personal computers and smart telecommunications devices at public safety agencies, hospitals, schools, homes and offices. This is a historic opportunity to guarantee all Americans immediate access to accurate security information in times of national, state or local crises.

We offer our capabilities to the nation, and call on the Administration, Congress, state and local elected officials, and emergency and law enforcement officials at all levels of government to partner with local public television stations to build a stronger, sustainable national security alert system. American citizens want to be better prepared and informed the next time the unthinkable happens. It is time to work together to ensure that history does not repeat itself. Public television stations are ready to do our part.

The Technology

Digital technology offers public television stations the opportunity to expand our public service mission using our wireless digital broadcast capability. The basic infrastructure required is currently being built out with the federally-mandated conversion to digital broadcast technology. The additional technical resources required to fully deploy such a system are modest – consisting mainly of DTV tuner cards for emergency office computers and first-responder personal computers, and encoding equipment for local stations. Congestion-free digital bandwidth supports local emergency response and national alert systems through closed networks that transmit critical, time-sensitive information securely between emergency agencies, first responders and others.

A datacasting system provides many advantages to public safety agencies. Transmission of the data over the digital broadcast signal is nearly instantaneous, compressing minutes of alert time and information lags to just a few seconds. This infrastructure can bypass the congestion common to wireline and wireless services, such as the Internet, telephone and cellular networks. The system is "addressable" so that public safety agencies can pinpoint to whom the data is sent, whether to relevant agencies, hospitals, or first responders in the field. When officials want to send communications that are not intended for the general public, they can send targeted, encrypted information to certain authorized individuals.

Public Digital Television: Aiding Local Emergency Response and Homeland Security

At the local level, a public television stations' dedicated emergency datacasting spectrum can support emergency responders at critical times. For example, in the case of a chemical fire,



emergency first responders would be able to send a warning that would be picked up and then rebroadcast by the public television station's digital transmitters to other emergency personnel statewide. These emergency personnel, like state health and law enforcement agencies, would then be able to quickly send vital information concerning evacuation routes, school and government building closings and other emergency procedures to the public television station, who would broadcast it immediately to the public via televisions, laptops and personal computers.

Local public television stations are ideally suited to partner with local and regional public safety agencies. A typical digital broadcast signal reaches a radius of 50 to 75 miles from the transmitter, covering not only population centers but often several public safety jurisdictions. Several public television stations and state networks have already pioneered and/or are currently building local public safety datacasting networks, including Kentucky Educational Television (KET), KERA (Dallas, Texas), KLVX (Las Vegas, Nevada), the New Jersey Network (NJN), Nashville Public Television (NPT), and WNYE (New York, New York). APTS is working on several fronts to bring these datacasting capabilities to the attention of relevant federal agencies such as the Department of Homeland Security (DHS), the Federal Emergency Management Agency (FEMA), the National Oceanic and Atmospheric Administration (NOAA) and to Congress. We are also working to identify opportunities for stations to qualify for existing homeland security funding, much of which is allocated through the states. Finally, APTS Action, Inc., an affiliated advocacy organization of APTS, is seeking legislative language that would authorize several pilot projects to facilitate models for local and regional datacasting networks.

Public Digital Television: The Backbone of National Homeland Security Communications Networks

Nationally, public television stations reach 99 percent of American households, thus its digital infrastructure – once fully built out – could supplement the broadcast Emergency Alert System as a national alert system to reach homes, schools, hospitals and businesses via computers. As public television stations complete their digital build-out, APTS proposes that a pilot Digital Emergency Alert System be launched in the District of Columbia to begin a digitally-based federal public safety alert system. The lessons learned and best practices developed during this pilot would serve as a common model that jurisdictions around the nation can adapt to their own unique needs. In addition, public television's Next Generation Interconnection System will leverage new digital technologies to create and deploy a platform that will enable two-way and point-to-point communications. This system can be leveraged to support a national homeland security alert system, as it provides the national architecture to link the digital assets that local communities, state governments and the federal government have invested in across the country.

INTRODUCTION

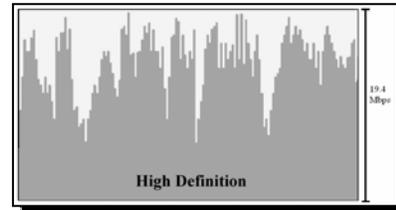
In the wake of the events of September 11, our nation realized that we have to find ways to respond to future attacks or emergencies with a state of the art communications network throughout our entire country. Our nation is in critical need of a coordinated local, state and national emergency communications infrastructure that would inform citizens, even in the most rural American communities, of important personal security procedures in times of national crisis. Whether the emergency is due to a terrorist attack or a natural disaster like the Colorado

wildfires, public television stations have the technology and infrastructure in place to develop a coordinated emergency response system.

DIGITAL TELEVISION: WIRELESS DATA DELIVERY

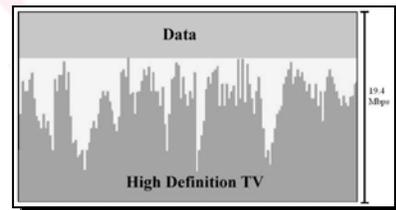
Public television stations are excited about the digital transition and the promise it holds for the communities we serve. In a digital transmission system, images and sounds are captured and transmitted using the digital code found in computers as zeroes and ones. A digital television signal is capable of delivering up to 19.4 megabits per second (Mbps) of data over-the-air. Public television stations may use their digital bandwidth to wirelessly transmit video, audio, text and data directly to television sets, computers, smart telecommunications devices, and media servers.

There are several key benefits of digital television, including high definition television (HDTV), multicasting in standard definition television (SDTV), and datacasting. Using the entire 19.4 Mbps of spectrum, HDTV allows public television stations to broadcast programs in much higher resolution and clarity than current television. Viewers will be able to receive visually stunning high quality, crystal clear pictures displayed in a wide screen format. SDTV, on the other hand, uses approximately 3.6 Mbps to deliver digital television programming with stereo sound and a higher quality picture than we have today. Using new broadcasting techniques, public television stations are able to broadcast not only one stream of high definition digital programming within the 19.4 Mbps spectrum, but can also “multicast” up to four streams of standard definition digital television programming within the same 19.4 Mbps. Whether it is HDTV or multicasting in SDTV, one of the important benefits of digital broadcasting is that digital broadcast streams may be compressed—which creates the opportunity to use that spectrum for other purposes.



Datacasting

In addition to programming, digital television stations act as a wireless network capable of broadcasting data – or “datacasting,” information in a digital television signal beyond the pictures and sound needed for a traditional television program. Digital data datacast by a public television station can be received in homes, schools and workplaces by a TV tuner card plugged into a computer, a set-top box attached to a television, or a new digital television set, to capture the digital signal. Using advanced compression techniques, digital public television stations can compress their HDTV broadcast stream to 15.8 Mbps and simultaneously datacast up to 3.6 Mbps of data without affecting the quality of the programming stream. When broadcasting in SDTV, the amount of spectrum available is even greater. For example, when broadcasting a single SDTV broadcasting stream at 3.6 Mbps, a public television station can simultaneously datacast up to 15.8 Mbps of data. Whatever the form—



HDTV or SDTV—the datacast receiver separates the data bits from the television programming stream. This data can then be manipulated and saved to any software program.



A New Generation of Applications and Services

Datacasting is a powerful tool for local public television stations to use to expand and fulfill their educational and public service missions. These include supporting local emergency first responders and public safety officials, supporting national homeland security communications, multicasting to improve elementary and secondary education, and providing rural broadband service. Multicasting is a particularly promising application, and virtually every public television station plans to provide multicast digital services. Public television stations have committed the equivalent of one multicast digital channel, an average high-speed data rate of 4.5 Mbps, for formal early childhood, K-12, and post-secondary education. Digital public television stations can reach 99 percent of America's schools and homes to deliver data at rates 80 times faster than 56K dial-up modems and 15 times faster than DSL connections.

USING DIGITAL TECHNOLOGY TO PROTECT PUBLIC SAFETY

Challenges for Communications Networks

On September 11, 2001, America's communication infrastructure faced a challenge like never before—and failed. In that time of crisis, emergency first responders, government officials and the general public encountered never-before-imagined congestion on wireline and wireless telecommunications networks, including the Internet, telephone, and cellular networks. In the wake of that that failure, our nation has turned its focus on ways to ensure that our communications system is prepared for a future crisis. A June 2002 report by the National Research Council (NRC) entitled, *Making the Nation Safer: The Role of Science and Technology in Countering Terrorism*, made very compelling recommendations for steps we must take to enhance our emergency response capabilities using our existing infrastructure. The report observed:

“In a crisis, channels to provide information to the public will clearly be needed. Radio, television, and often the Web provide such information today, but it is usually generic and not necessarily helpful to people in specific areas or with specific needs. Research is needed to identify appropriate mechanisms—new technologies such as ‘call by location’ and zoned alert broadcasts—for tailoring information to specific locations or individuals. To be effective in interacting with individual users, ubiquitous and low-cost access is required...” p. 5-21

Datacasting through public digital television is extremely well-suited to meet the NRC's requirements. It is completely scalable in reaching the public through set-top boxes and personal computers, and digital television sets, equipped with low-cost tuner cards. It also can provide addressable and locally-directed information through selective encryption of data. And it meets the NRC's goal for the "dual use" of civilian infrastructure to reduce costs.

Datacasting: A Technological Solution

This network would use digital spectrum allocated to public television and the established public television infrastructure to provide encrypted, addressable communications to computers and smart telecommunications devices in hospitals, schools, homes and offices. Critical information originating from a public safety agency would be received by a local public television station, which would then encrypt the data, insert it into the digital television signal, and send the packets of data through its digital transmitter to the intended recipients—either first responders or the general public. The data would be received via tuner card plugged into a computer, a set-top box attached to a television, or a new digital television set to capture the digital signal in hospitals, schools, workplaces, and homes.

Uses Existing Infrastructure

One thing that distinguishes public broadcasters from their commercial counterparts is the public's decade-long infrastructure investment in public television and radio. Public television stations have long recognized and embraced their responsibility to work for the public good by providing public safety and educational services to their communities.

The federal government mandated that all public television stations complete their conversion to digital transmission by May 2003. With the total conversion cost for public television being estimated at more than \$1 billion, state governments and local communities have provided most of the funds raised to date. In addition, the federal government provides a federal match to the funds raised locally through a special line item in the appropriations for the Corporation for Public Broadcasting. The federal government also supports public television's infrastructure through the Public Telecommunications Facilities Program. The infrastructure investments already being made by state governments, local communities and the federal government will enable many public stations to begin broadcasting digital signals that form the backbone of public safety and homeland security datacasting networks. Digital television stations would need a small amount of new resources to acquire television encryption equipment.

Scalable

Information datacast from a public television station is transmitted over the air, and this data may be received by one user, or hundreds of thousands of users. As with any over the air broadcast, datacasting via digital broadcast has the potential to reach almost everyone within the 50 to 75 mile broadcast radius instantly. And, most importantly, since it is transmitted wirelessly, the datacasting system is not vulnerable to the congestion that occurs with other broadband data delivery mechanisms when confronted with heavy usage. Data download rates are independent of the number of computers downloading the data at any given moment. Finally, datacasting is not subject to downed telephone lines, clogged cellular services or Internet hackers, thereby providing precious extra minutes for a response.

Low Cost

Given the fiscal limitations facing many local institutions, like hospitals, schools and homes, finding a cost effective solution is essential. A datacasting system is sensitive to, and meets, these fiscal needs. The only equipment necessary for computers to receive the datacasting would be a DTV tuner card (retailing at approximately \$300.00) and a small antenna (retailing for \$30.00) connected to the computer. In offices or schools, a single DTV tuner card inserted in the LAN (local area network) computer system would serve the entire office or school.

Addressable

Datacasting systems are “addressable” so that public safety agencies can pinpoint to whom the data is sent, whether to relevant agencies, hospitals, or first responders in the field. When public safety officials want to send communications that are not intended for the general public, datacasting allows officials to send targeted, encrypted information to certain authorized individuals. For example, if a suspected terrorist is spotted in front of the Supreme Court, the network can send alerts to only those federal and local public safety officials who need to view the information and respond to the threat.

Redundancy for Reliability

One of the lessons learned from the response to the September 11 attacks is the need for redundant communications networks. The congestion that afflicted the wireline and wireless networks, severely limiting or negating the usefulness of the Internet, cellular and wireline telephones, must be avoided. Increasing the number of ways critical information is communicated ensures that this information will continue to reach its intended recipients even if one, two or three other means of communications fails.

LOCAL PARTNERSHIPS

Public television stations throughout the country are in the process of converting their signals from analog to digital. Once fully implemented, their signals will reach 99 percent of American households. Many digital public television stations are pioneers in their communities, forming partnerships with emergency managers, law enforcement officials, dispatch centers, universities, schools and hospitals.

The Kentucky Network Lexington, Kentucky

Kentucky’s public television stations and their digital transmitter network will be capable of datacasting significant amounts of information over the airwaves in what could be called the “wireless portion of Kentucky’s information highway.” This digital datacasting capability will enable emergency and other high priority information to be delivered to computers around the state on a moment’s notice. KET is working with potential partners ranging from the Department of Public Health, and several others to develop the potential of this new service. One area where

datacasting holds great promise as a vital public service is in the distribution of emergency information. KET has already begun demonstrations of such services through partnerships with the National Weather Service, the Kentucky State Police, the state Division of Disaster and Emergency Services, and other agencies, and a full-time system of transmitting weather alert data via KET digital broadcast is slated to begin soon.

KERA
Dallas, Texas

In the fall of 2001, KERA convened a forum of law enforcement and government leaders to assess preparedness for emergencies in North Texas. That forum concluded that clear, reliable communication is essential in security matters throughout the country. KERA developed a solution to reliably distribute large amounts of digital data over its digital television transmitters and received via an inexpensive receiver designed by KERA. The KERA Data Receiver – when placed in a hospital, fire station, law enforcement vehicle, or other location – provides a great technology solution to capture digital broadcast information. The KERA solution is a secure, encrypted digital communication system that does not rely on the Internet, the public phone system, satellite delivery, or the electrical power grid.

KERA is partnering in medical and homeland security applications of this solution with the University of Texas Medical Branch – Galveston (UTMB), the nation's largest provider of telemedicine and home of the first maximum biological containment laboratory (BSL4 research laboratory) located on an academic campus in the United States. KERA and UTMB form a critical interface in the war on terrorism, linking many of the nation's most prestigious researchers in the fields of biological defense, vaccine development and emerging infectious diseases to a major digital network delivery system.

KLVX
Las Vegas, Nevada

KLVX has been working with the Clarke County Emergency Preparedness office to take advantage of the system KLVX has in place to transmit video and other information to schools. Through broadcast service, KLVX currently links to over 300 schools in the region. Current emergency plans from the county designate the public schools as safe evacuation sites. KLVX has now partnered with the county to help in communicating to these centers in case of emergency. KLVX staff has worked to make their studios and other facilities available to emergency managers. In addition to communication to the school sites, KLVX is working to leverage the same technologies to provide for communication links to rural communities and the protection of incoming water supplies to the Las Vegas area.

KMOS
Central Missouri State University
Warrensburg, Missouri

KMOS TV, Central Missouri State University, and the Missouri National Guard (MoNG) are working to develop a Continuity of Operation Plan (COOP) site for the MoNG State Operations Center in the event of a crisis or disaster and to serve as a backup system for the Guard. Central would serve as a Jump Site if the State Operations Center becomes

inoperable due to attack or natural disaster. KMOS TV brings to the table its new 2000 foot tower (one of six tallest structures in the world). With digital broadcast and datacast technology, KMOS will geographically cover over 29 percent of the State of Missouri. KMOS, Central and the MoNG are working collaboratively to develop and implement a triple redundant network to insure a highly dependable communications network in times of crisis and a robust network for communication, education and training in times of peace.

*The New Jersey Network
Newark, New Jersey*

New Jersey officials and the New Jersey Network (NJN) are working together to use datacasting send vital information – evacuation instructions, bioterror alerts, images of skin rashes, medical procedures – to emergency workers. In the first homeland security datacasting project in the country to work with a nuclear facility, the NJN datacasting system is being tested in the Emergency Planning Zone around the Oyster Creek Nuclear Generating Station. Working in partnership with the New Jersey State Office of Emergency Management, NJN installed datacasting cards in the personal computers at Ocean County and Lacey Township Emergency Operation Centers. Once this project demonstrates the potential for very quick, efficient and robust distribution of emergency information to multiple receiving devices using NJN's digital television airwaves, it may be expanded to emergency centers across the state.

*WNYE
Brooklyn, New York*

On September 12th, 2001, the Department of Defense issued a public request for volunteers to construct an emergency data broadcasting system to aid in the FEMA-led rescue efforts at the WTC site. WNYE agreed to make the station's experimental digital television facility available for the project. WNYE's digital facility was used to transmit internet data, streaming video, and broadcast video to laptop computers at ground zero and in mobile vehicles in and around Manhattan and Brooklyn. Content included high-resolution imagery from the Defense Department's National Imagery and Mapping Agency, late-breaking news, and continually-updated contents of the FEMA website.

NATIONAL INITIATIVES

As public television stations' digital "build-out" occurs, more states will have the option to capitalize on digital datacasting to establish a statewide public safety alert system, linking state and regional public safety and emergency management agencies. In turn, that system could be linked to federal departments and agencies, including the Department of Homeland Security, the Centers for Disease Control and Prevention and others. At the national level, APTS is working on several fronts to bring datacasting capabilities to the attention of the Administration, Congress and relevant federal agencies such as the Department of Homeland Security (DHS), the Federal Emergency Management Agency (FEMA). APTS is also working to identify opportunities for stations to qualify for existing homeland security funding, much of which is allocated through the states. Finally, APTS Action, Inc., the affiliated advocacy organization of APTS, is seeking legislative

language that would authorize several demonstration projects to facilitate models for local and regional datacasting networks similar to those highlighted above.

Authorization for Local and Regional Pilot Projects through DHS and FEMA

Public television stations are not specifically authorized to receive homeland security funding. However, as shown above, local public television stations are partnering with public safety agencies, and therefore, in partnerships, may be eligible for funding distributed through the states. APTS Action, Inc. seeks legislative language to clarify explicitly that digital public television stations in given partnerships are eligible entities to participate in federally-funded local and regional homeland security projects and programs. In addition, APTS Action, Inc. is seeking legislative language to authorize several demonstration projects to develop real-world models for public safety/emergency management datacasting services.

Digital Datacast Emergency Alert Service

As public television stations complete their digital build-out, APTS proposes that a pilot Digital Datacast Emergency Alert System be launched in the District of Columbia to begin a digitally-based federal public safety alert system. This pilot program would include equipping two digital public television transmitters in the digital area with encryption equipment and equipping the pertinent District and select federal government offices with headend generation and encryption equipment.

This pilot Digital Datacast EAS system will serve as a catalyst for a national alert system. The system will be capable of being used on an encrypted basis by D.C. government and select federal government agencies. The Digital Datacast EAS may also be used for public warning to government agencies, the Council of Governments, schools, businesses, hospitals, and eventually homes in the metropolitan area as more and more computers become equipped with DTV tuner cards. To start, key offices will be equipped as part of the pilot program. The lessons learned and best practices developed during this pilot phase will serve as a common model that jurisdictions around the nation can adapt to their own unique needs.

Digital Broadcast EAS — The Next Generation Interconnection System

The Federal Communication Commission's Media Security and Reliability Council (MSRC) is soon expected to urge that the national broadcast Emergency Alert Service (EAS) be substantially upgraded. APTS believes public television stations will play an important role in supporting a Digital Broadcast EAS system through the digital interconnection infrastructure public broadcasting is developing. The Next Generation Interconnection System (NGIS) will serve as a vital link between the Public Broadcasting Service (PBS) and local public television stations. The NGIS will leverage new digital technologies to create and deploy a platform that will, in addition to providing a central distribution platform, enable two-way and point-to-point communications. Because NGIS is designed to link local digital stations within a national digital infrastructure, this system can be leveraged to support a national homeland security alert system. NGIS is a critical component of the ongoing transition from analog to digital broadcast technology. It provides the national architecture to link the digital assets that local communities, state governments and the federal government have invested in across the country.

ABOUT THE ASSOCIATION OF PUBLIC TELEVISION STATIONS

John Lawson
President & CEO

John Lawson began service as the APTS President and CEO in April 2001. As the leader of APTS' efforts to secure federal policies supportive of the nation's 357 public television stations, his priorities include the digital conversion, an expanded use of public television stations' digital capacity for homeland security, and universal access to public television through all distribution technologies. In 2002, Mr. Lawson was appointed to the Federal Communications Commission's Media Security and Reliability Council (MSRC). MSRC is charged with the task of preparing a comprehensive national strategy for securing and sustaining communications facilities throughout the United States during terrorist attacks, natural disasters and all other threats or attacks nationwide.



Lonna Thompson
Vice President and General Counsel

Lonna Thompson was named Vice President and General Counsel of APTS in May 2003. Ms. Thompson has amassed an expertise in using communications applications for homeland security. She is currently working to ensure that public television stations play a role in homeland security projects across the nation. Ms. Thompson was recently elected to serve on the Board of Trustees of the Partnership for Public Warning, which was formed in 2001 by leaders in disaster warnings and disaster information. Its mission is to bring top experts together to agree on standards, procedures, and systems for warning people at risk so that they can take actions to save lives, reduce losses and speed recovery.



APTS is a nonprofit membership organization established to support the growth and development of a strong and financially sound noncommercial television service for the American public. APTS is working to ensure the federal government continues its commitment to universal public television services. Our website address is www.pts.org.