



GOOD MORNING MR. CHAIRMAN AND MEMBERS OF THE COMMITTEE.

MY NAME IS NANCY DISCHINAT AND I AM THE EXECUTIVE DIRECTOR OF THE LEHIGH VALLEY WORKFORCE INVESTMENT BOARD, INC...I AM PLEASED TO PRESENT MY VIEW AND EXPERIENCES IN UTILIZING THE SERVICES OF OUR PUBLIC TELEVISION STATION WHICH IS PBS 39!

OUR BOARD'S VISION IS THAT THE LEHIGH VALLEY HAS A WORLD CLASS COMPETITIVE WORKFORCE AND OUR MISSION IS TO ENSURE A DEMAND-DRIVEN WORKFORCE SYSTEM ALIGNED WITH ECONOMIC DEVELOPMENT, EDUCATION AND OUR COMMUNITY PARTNERS; AND PBS 39 IS A MAJOR PARTNER.

THE AMERICAN RECOVERY AND REINVESTMENT ACT IS INFUSING INVESTMENTS IN THE COMMONWEALTH'S INFRASTRUCTURE, HOUSING, TRAINING, WORKFORCE DEVELOPMENT....AND IS PROVIDING RESOURCES THAT WILL AT LEAST HELP CLOSE THE GAPS ON SOME OF THE BUDGET ISSUES WE HAVE IN PENNSYLVANIA.

WORKFORCE BOARDS ARE WORKING TO TRY AND CLOSE SERVICES AND TRAINING GAPS AND WORKING TO ASSURE WE HAVE A COMMUNITY PLAN OF ACTION. WE CANNOT DO THIS ALONE. THEREFORE, WE ARE STRATEGICALLY ALIGNING WITH COMMUNITY PARTNERS LIKE PBS 39....PARTNERS THAT CAN MOVE OUR WORKFORCE, EDUCATION AND ECONOMIC DEVELOPMENT AGENDA FORWARD....PBS 39 PUBLIC TELEVISION IS OUR AGENDA MOVER!

IT IS IN SUPPORT OF OUR WORKFORCE MISSION THAT I AM HERE TODAY. WE USE PUBLIC TELEVISION TO TELL OUR STORY...AND RIGHT NOW, THAT STORY INCLUDES AN UNEMPLOYMENT RATE OF OVER 8%. WE USE PUBLIC TELEVISION TO PROMOTE AND RAISE AWARENESS ON ISSUES THAT IMPACT PEOPLE....ISSUES

LIKE HEALTH CARE, TRANSPORTATION, EDUCATION AND HUMAN SERVICES.

PBS 39 AND PUBLIC TELEVISION EVERYWHERE IN PENNSYLVANIA IS THE BIGGEST ARROW POINTING OUR COMMUNITY TO THE SERVICES AND RESOURCES YOU ALL HAVE WORKED SO HARD TO PROVIDE IN THE COMMONWEALTH. PBS 39 IS ALSO THE BIGGEST ARROW IN THE LEHIGH VALLEY POINTING THE PRIVATE SECTOR TO COMMUNITY ISSUES THAT NEED THEIR INPUT, INVOLVEMENT AND ACTION.

PUBLIC TELEVISION SERVES AS OUR WORKFORCE CONDUIT IN NOT ONLY CONNECTING, BUT ENGAGING, THE COMMUNITY IN OUR WORKFORCE STRATEGIES AND OUR ENTIRE SYSTEM OF SERVICES...AND ABOVE ALL THEY HELP OUR COMMUNITY UNDERSTAND (1) WHERE ARE THE JOBS, (2) WHAT ARE THE SKILLS REQUIRED FOR THOSE JOBS, (3) WHAT ARE THE EDUCATIONAL REQUIREMENTS NEEDED FOR JOBS, AND (4) HOW DO PEOPLE GET ACCESS TO JOBS!

PUBLIC TELEVISION IS AN IMPORTANT TOOL IN WORKFORCE DEVELOPMENT IN THE LEHIGH VALLEY AND IS PROVIDING US WITH A SEEMLESS CONNECTION TO EVERY SCHOOL, EVERY CLASSROOM, EVERY STUDENT AND EVERY TEACHER. HOW COOL IS THAT! THINK ANY WORKFORCE SYSTEM COULD DO THIS ON THEIR OWN?

PBS 39 HAS BEEN A UNIQUE PARTNER IN THE DESIGN AND DEVELOPMENT OF EDUCATIONAL MEDIA. BECAUSE OF THEIR EXPERTISE IN EDUCATION, BECAUSE OF THEIR COMMUNITY APPEAL AND POPULARITY, AND BECAUSE OF THEIR DIRECT LINKAGES INTO OUR EDUCATIONAL SYSTEMS...WE COLLABORATED WITH THEM ON THE LARGEST EDUCATIONAL MEDIA INITIATIVE WE HAVE EVER ACCOMPLISHED....CAREER GATES.

CAREER GATES IS A 23 EPISODE EDUCATIONAL MEDIA SERIES FOR THE HIGH SCHOOL CLASSROOM. EACH EPISODE IS ACCOMPANIED BY A LESSON PLAN THAT IS LINKED TO PENNSYLVANIA DEPARTMENT OF EDUCATION'S ACADEMIC STANDARDS FOR CAREER EDUCATION AND WORK. THESE EPISODES FEATURE

HIGHLIGHT OF JOBS AND CAREERS IN CURRENT AND EMERGING INDUSTRIES PROJECTED TO BE IN HIGH DEMAND IN PENNSYLVANIA.

NOW HOW IMPORTANT IS THIS VISUAL CATALOGUE OF CAREERS AND JOBS AS WE CONTINUE TO CREATE PENNSYLVANIA FUTURE PIPELINE OF WORKERS. I KNOW HOW IMPORTANT IT IS BECAUSE WE ARE IN A HIGH SCHOOL ALMOST EVERY SINGLE DAY TALKING TO TEACHERS AND STUDENTS ABOUT CAREER AWARENESS.

THIS PENNSYLVANIA OVERVIEW OF JOBS WOULD NOT HAVE HAPPENED WITHOUT PUBLIC TELEVISION....THEIR WORK WAS EXCELLENT AND THEIR RATES ARE REASONABLE. SO EXCELLENT THAT THIS SERIES WON THE NETA AWARD AS THE BEST INSTRUCTIONAL MEDIA PRODUCT IN THE NATION....TWO YEARS IN A ROW. WE ARE WORKING ON THREE.

FUNDRAISING FOR OUR LOCAL STATION IS DOWN BY 35% AND BASED ON ECONOMIC PROJECTIONS WE EXPECT THIS SHORTAGE TO CONTINUE; THIS IS ON TOP OF THE PROPOSED STATE BUDGET CUTS. THEREFORE, WE ARE FACING AN OVER 40% BUDGET REDUCTION.

AFTER WORKING SO EFFECTIVELY WITH PUBLIC TELEVISION ON EDUCATIONAL ISSUES...THEY ARE NOW FACED WITH CUTTING NOT JUST SOME BUT ALL EDUCATIONAL SERVICES INCLUDING STREAMING TO SCHOOLS, SCHOLASTIC SCRIMMAGE, RAISING READERS, READING IS FUNDAMENTAL...AND ON TOP OF THIS ALL LOCAL TELEVISION PRODUCTIONS WILL BE CUT. LOCAL PRODUCTIONS ON ISSUES THAT MOVE OUR WORKFORCE, EDUCATION AND ECONOMIC DEVELOPMENT AGENDA FORWARD.

THIS IS SAD. PLEASE RECONSIDER. THIS IS COMMUNITY CHANGING.

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