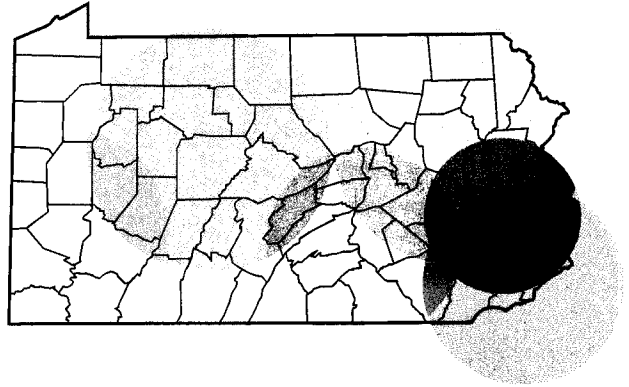


Public TV: Serving Pennsylvania



WQLNPublicMedia

54.1 - PBS + Local
54.2 - WQLN Create
0.4 million PA citizens
in 3 PA counties

wvia

44.1 - PBS + Local
44.2 - WVIA Local
44.3 - Create
Web distribution
3.7 million PA citizens
in 27 PA counties



13.1 - PBS + Local
13.2 - Create
13.3 - Neighborhood
Web distribution
2.6 million PA citizens
in 18 PA counties



39.1 - PBS + Local
39.2 - 39 Kids
39.3 - Create
39.4 - V-Me (Spanish)
Web distribution
3.7 million PA citizens
in 12 PA counties

WPSU TV

3.1 - PBS + Local
3.2 - Create
3.3 - World
Web distribution
1.1 million PA citizens
in 29 PA counties

MIND
mediaINDEPENDENCE

35.1 - MIND
35.2 - Global MIND
35.3 - MHz Worldview
Web distribution
5 million PA citizens
in 9 PA counties



36.1 - PBS + Local
36.2 - WITF Local
Web distribution
2.4 million PA citizens
in 17 PA counties

WHYY

12.1 - PBS + Local
12.2 - Y Arts
12.3 - Y Info
Web distribution
5 million PA citizens
in 9 PA counties

A. Our map simplifies patterns found on <http://www.fcc.gov/dtv/markets/>, but FCC patterns may not reflect the full extent of each signal's reach (which depends upon consumer's location, antenna, cable carriage, and other factors).

B. The FCC's recent approval of new DTS technology will allow small transmitters to be used to broadcast digital television signals into areas not served, or inadequately served, on the above map. WPSU is among the stations pursuing this new technology for added/improved coverage.



A SIMPLE GUIDE TO PUBLIC TELEVISION I N P E N N S Y L V A N I A

There Are Eight FCC-Licensed, Non-Commercial Educational Television Stations

- All eight stations are independently-operated, non-profit corporations offering uninterrupted, non-commercial programming.
- Seven stations are owned by their local communities; one is owned by Penn State University.
- Begun as "educational television stations," the stations have become modern multimedia enterprises, operating more than 20 digital television channels, robust websites, community centers, teaching and training facilities, and more.
- Together, they are watched by 3.3 million people each week (nearly 600,000 children under 12).
- These local public media enterprises are known as WHYY; MiND: Media Independence; PBS39; WVIA; WPSU; WITF; QED Multimedia; and WQLN.

Pennsylvania Public Television Network [PPTN] - interconnection service

Developed in the late 1960s, and terminated as of May 1, 2009, PPTN interconnection stored a library of 25,000 television programs distributed to the eight PA stations via fiber optic cables. PPTN's interconnection did not directly serve consumers; instead, it provided services to PA's public television stations. Moving forward, equipment will be housed at Office of Administration for use by various state agencies.

Pennsylvania Public Television Commission [PPTNC]

PPTNC is a group of approximately two dozen distinguished Pennsylvanians, appointed by the Governor, to serve as volunteer advocates for public television, and to oversee funds provided by the Commonwealth to the PPTN interconnection service, and to the stations.

PPTN Offices, Staff

Until June 2009, PPTN was mostly based in a technology facility in Hershey, PA, with a small administrative office in Harrisburg. Both of these facilities will be closed by June, 2009. A small number of former PPTN staff, led by Acting General Manager Luc Miron, will become a part of the Office of Administration by July, 2009.

Pennsylvania Cable Network (PCN)

Seen in many of Pennsylvania's cable households, PCN is funded by a per-subscriber fee, charged by the cable companies. PCN covers state government proceedings; provides interviews, museum visits, special event coverage, homework help and high school sports coverage. PCN's audience is too small to be measured in any of Pennsylvania's five media markets. PCN is a non-profit organization but its cable channel (PCNTV) carries infomercials.

Top Ten Reasons to Support Funding for Pennsylvania's Public TV Stations

- 1** Public television is a non-profit, non-commercial educational service available at no charge to all people in Pennsylvania.
- 2** Eight PA public media organizations operate more than 20 different public television channels, including PBS, children's services, all-local services, international news, and more.
- 3** All are locally owned and locally operated. Often, these are the ONLY locally owned television channels in their service areas (and sometimes, the only locally owned major media outlets of any kind). Our primary concerns are service to the people, the region, and the state—we do not measure our success on the basis of shareholder value or advertising revenues.
- 4** Every week, 3.3 million people watch public television in Pennsylvania.
- 5** Every week, 571,000 children watch safe, educational public television programs. Every year, public stations air 9,724 hours of children's programs in Pennsylvania.
- 6** Last year, 17,681 Pennsylvania teachers received additional training from public stations benefiting more than 192,761 students. Every week, Pennsylvania's public stations offer more than 15,266 hours of Act 48 credits for teachers.
- 7** More than 175,000 people contribute annually to Pennsylvania's public stations. These donors represent a broad base of voluntary and vocal support for high quality programming.
- 8** Pennsylvania's public stations employ more than 600 people and generate \$99 million in revenues. Each year, the Commonwealth's \$7.9 million investment leverages more than \$91 million additional dollars.
- 9** Before comparing History Channel with PBS, watch April's schedule: Gangland; Sin City; UFO Hunters: Nazi UFOs; and The History of Sex. Before comparing Discovery Channel with PBS, watch Survivor, The Deadliest Catch, and Dirty Jobs. This month, PBS debuted We Shall Remain, the story of native Americans—from the native American perspective.
- 10** There is no other place on television where Pennsylvanians can find: (a) family friendly, commercial free programs; (b) a steady flow of original programs about our local communities; (c) consistently fair, fact-based treatment of national, state and local issues from America's most trusted media source; (d) arts and culture programs to enrich the life of every Pennsylvanian.



Original Local Productions: THE HEART & SOUL OF PENNSYLVANIA PUBLIC TELEVISION

This list presents less than 10% of the original local productions made by the 8 Pennsylvania public tv stations since 2000.

Programs about Communities

- (WPSU) More than 50 *Our Towns* documentaries including Bedford, Roaring Spring, Kane, and, in *Kids' Cut* versions, Punxsutawney, Ridgway, and more.
- (WITF) More than 30 *Our Towns*, including Lititz, York, Millersville, more.
- (WITF) Nearly 50 *Explore PA* programs to promote state travel through PA, featuring real PA families on tour; more from WHYY and others.

Information and News about Pennsylvania

- (WVIA) *State of Pennsylvania*, 35 episodes, about PA newsmakers and issues.
- (WQED) *On Q*, a daily newsmagazine series about Pittsburgh and its people.
- (WLVT) *Tempo*, a twice-a-week series about the Lehigh Valley and its people.
- (WHYY) Issues-oriented *Radio Times* interview series, also shown on TV.
- (WITF) *Smart Talk*, a weekly series, about public issues; over 340 episodes produced.
- (WPSU) *Lobby Talks*, with Pennsylvania State University professors.
- (nearly all) Dozens of town hall meetings, roundtable discussions, interviews with elected officials, state congressional debates, etc.

Documentaries and Related Programs about Pennsylvania and Its People

- (WLVT) History of Lehigh Valley (1950s, 1960s); demise of downtown shopping; football legacy; Bach choir; 16 documentaries in 10 years.
 - (WQLN) Outdoor family adventures to promote tourism, skiing, hiking, horseback riding; also tours of Pennsylvania's breweries, wineries, baseball, manufacturing.
 - (WVIA): Profiles of extraordinary Pennsylvanians (Gov. Scranton, Judge Nealon, Max Rosenn)
 - (WQED) *On Q* Special Editions; Rick Sebak's "Pittsburgh History" series.
 - (MiND) Now entering its seventh season, *Philadelphia Stories*, featuring original work by 200+ Philadelphia area filmmakers, telling stories about the region.
- (WHYY) History of Pennsylvania railroad; *The Philly Food Show*; *Things That Aren't There Anymore*

Programs Celebrating Students

- (WPSU) *Scholastic Scrimmage* (90 episodes per season), game format promotes the value of academic knowledge.
- (MiND) *Culture Trek*, following Philadelphia students doing good in Costa Rica, and Ireland--working with local teens in those countries.
- (WVIA) *Scholastic Scrimmage* (29 episodes featuring 33 school districts); scholastic achievement awards.
- (WLVT) High school theater awards.

Programs about Important Topics Affecting Pennsylvanians:

- Public health and related: (WHYY) documentaries about aging and senior care; (MiND) programs about cancer, poverty, HIV/AIDS, mental illness, homelessness, affordable housing crisis; (WITF) *Health Smart*, in partnership with Capital Blue Cross; (WQLN) programs on cancer, dyslexia, Alzheimer's, depression; (MiND) eating disorders, women's health, self-image, psychology; (WQED) *Nursing: Rewards & Challenges*; *Closing the Gap* (about health disparities related to income); *Cures for a Crisis* (rising cost of health care).
- War, military, veteran's lives: (WVIA) *Duty in Iraq. One Woman's Story*; (MiND) Congressman Joe Sestak interview series; (nearly all) veteran's stories about World War II--related to Ken Burns's *The War*; (WQED) *Flyboys: Pennsylvania's Tuskegee Airmen*.
- Religion: (WHYY) *Holy Philadelphia, The Canonization of Katharine Drexel, It's a Mitvah: Jewish Life in Philadelphia*; (WVIA) *Monsignor McGowan: Bread Upon the Water*; (WQED) history of Saint Paul Cathedral
- Environment, sustainability, housing, energy: (MiND) sustainable workplaces, Earth Day special; building a neighborhood playground; (WPSU) *Surviving the Housing Crisis*; *Marcellus Shale: The Environmental, Economic and Social Issues*.
- Technology (WQLN): *Is My TV Going Away?* (PAB award); *Ready, Set, Connect: Pennsylvania's Digital Divide*.

Pennsylvania Arts and Culture

- (WHYY) Mural Arts documentary; partnership with leading public art institution (over 3,000 murals in Philadelphia); new home for Philadelphia Orchestra at Kimmel Center; Philadelphia Performs partnership with opera, ballet, orchestra, Curtis Institute, many more.
- (WVIA) *Pennsylvania Great Performances* (ballet, piano, poetry, etc.); PA Independent Film Festival; ethnic dance series (featuring seniors); *Songs of the Season* (choral concerts); many more local events.
- (MiND) Concerts and performances by Pennsylvania artists: Blackthorne (Irish); Pew fellows (classical); 9-year old fiddling champion Julia Voris (bluegrass); Venissa Santi (Cuban); Ellen Tepper (Irish harp); music from Ukrainian, Greek, Polish, Chinese, and other ethnic communities, much more.
- (WPSU) *Music from Penn State*: classical, jazz, more; features students and faculty.
- WITF: *A Palace of Art* (about our state capitol's art and architecture)



PENNSYLVANIA PUBLIC TELEVISION FUNDING

Investing in Education, Workforce Development and Lifelong Learning

	FY09 Budget	FY10 Governor's Proposal	FY10 Stations' Recommendation	FY10 Reduction
Station Grants	\$7,995,000	\$0	\$7,995,000	\$0
PPTN General Government Operations (GGO)	\$3,751,000	\$2,000,000	\$2,000,000	\$1,751,000
Datacasting Upgrade	\$583,000	\$0	\$0	\$583,000
Total	\$12,329,000	\$2,000,000	\$9,995,000	\$2,334,000

Note: In FY2011, the GGO funding should be eliminated, so the total FY2011 investment becomes \$7,995,000.

Use of funds by the public television stations:

All PA state funds to stations are used for programs, operations, or equipment directly related to the transmission of programs and other services to our Pennsylvania's citizens. To be more specific, Pennsylvania state funds can be used in four categories:

1. In support of operations, such as the maintenance and repair of equipment, electricity costs and engineering staff salaries and benefits.
2. To purchase equipment, for broadcast production and transmission.
3. To produce and distribute original programs, including salaries and benefits for TV production and programming staff
4. To provide training, especially to women and minorities.

Recommendation:

The grant agreement between the Commonwealth and stations permits state station grant funds to be used for salaries. The stations recommend that the future use of state funds for salaries should be limited to personnel in production, programming, community outreach and technical services; and not for the salary of the organization's top executive.



Education & Learning

Each of Pennsylvania's eight public television stations operate under a non-commercial, educational license from the FCC. Education and learning are central to the activities of the stations as a whole; the core of each station's mission; and one of the primary drivers for all day-to-day activities.

We focus on five areas:

Pre-School

- (WITF) Ready to Learn program reached 800+ teachers and parents, impacting the lives of over 10,000 children.
- (PBS39, WPSU) Raising Readers provided thousands of hours of literacy enrichment to promote reading readiness. Included distribution of nearly 4,000 books and DVDs in support of pre-K and kindergarten academic standards.
- (WVIA) The Magic of Storytelling distributed magazines, books, DVDs to every HeadStart classroom in NE PA.
- (WHYY) Little Bites, Big Steps provided in-classroom and in-home information about nutrition, activity, and combatting childhood obesity. Reached over 1,100 parents and nearly 9,000 children.

Teacher Training

- (WPSU) Keystone eMedia provides PA teachers (primarily in rural areas) with robust collection of digital academic content.
- (all) Over 15,000 hours of ACT 48 credits for PA's teachers.
- (all) Over 17,000 teachers received additional training via public TV's education activities.

Family Training

- (WQLN) F.A.M.I.L.I.E.S. program trained about 100 families to incorporate literacy activities in their daily lives.

K-12

- (all) Over 115,000 videos streamed for children's education (includes pre-school).
- (all) Nearly 10,000 hours of children's television (includes pre-school).
- Over 190,000 students benefit from teacher training, parent training, child care training (includes pre-school.)
- (WQED) Stories Start Action provides language arts skills to strengthen core subject understanding and support PA's state education standards. A kindergarten program primarily for Title I schools.
- (WPSU, WLVT) Scholastic Scrimmage presents high school academic excellence in a compelling, competitive format. Involves more than 100 PA high schools.
- (WPSU, others) New EDCAR-PA initiative; provides stream of learning video into PA's classrooms, consistent with new SAS (State Aligned Standards). Will establish best practices for national roll-out.

Lifelong Learning

- (MIND) New channel with nearly 150 hours per week devoted to adult learning. Project includes media production education, encouraging hundreds of people to teach one another via video and television.
- (MiND) Two new channels devoted to local and global citizenship (launch May-June 2009).
- (WHYY) One new television and internet channel devoted to news and information (launch 2009).