

A stylized blue profile of a person's head facing right, with a large, semi-transparent blue letter 'P' overlaid on it. The background is a solid blue color.

# **COVID-19 Relief Fund**

**Vermont house committee on energy & technology**

**Holly Groschner President – Vermont PBS**

**June 5, 2020**

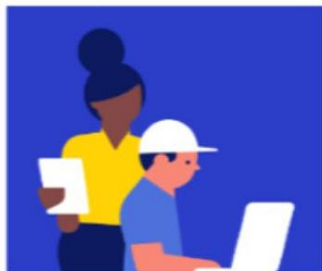
# Vermont



- **GOAL: Deliver reliable national and community information and resources.**
- **RESULT: All systems deployed to deliver key information: ~ 30,000 viewers daily**
  - PBS NewsHour & FRONTLINE – special programming
  - Vermont This Week - remote
  - Email to 40,000 weekly
  - Web Page of Links & Bulletins
  - Social Media updates

- **GOAL:** Assist teachers, parents and students with distance education – even for families without broadband
- **RESULT:** Reached 9-10,000 households (15,000 students?) daily (5 days) with grade-specific curriculum, hand crafted programming curated for K-12 with Agency of Education approval





### At Home Learning:

- New broadcast schedule on MAIN and PLUS Channels serving pre-K – 12th Grade
- In partnership with VT Agency of Education (AOE)
- PBS programs combine with PBS Learning Media assets to provide curriculum resources
- Resources for teachers to incorporate into lesson plans
- Joint press release with AOE; National mention in Washington Post
- Secured carriage of Kids 24/7 and PLUS channels on Dish Network



Educational programming  
for

**Pre-K to Grade 3**

Remember the best way to watch, play  
and learn is together. Start with one or



Educational programming  
for

**Grade 3 to Grade 8**

**Start here:**



Educational programming  
for

**Grades 6 to 12**

**Start here:**

# Let's go to 4<sup>th</sup> grade this week

<i>Intended for grade 3</i>						
History	7:00 AM	<b>Xavier Riddle and the Secret Museum</b>	<b>Xavier Riddle and the Secret Museum</b>	<b>Xavier Riddle and the Secret Museum</b>	<b>Xavier Riddle and the Secret Museum</b>	<b>Xavier Riddle and the Secret Museum</b>
Math	7:30 AM	<b>Peg + Cat</b>	<b>Peg + Cat</b>	<b>Peg + Cat</b>	<b>Peg + Cat</b>	<b>Peg + Cat</b>
	8:00 AM	<b>Hero Elementary Premiere</b>	<b>Hero Elementary</b>	<b>Hero Elementary</b>	<b>Hero Elementary</b>	<b>Hero Elementary Premiere</b>
Science/Social Studies	8:30 AM		<b>Molly of Denali</b>	<b>Molly of Denali</b>	<b>Molly of Denali</b>	
<i>Intended for grades 4 through 8</i>						
Science / Archaeology	9:00 AM	<b>NOVA</b> Bigger Than T.rex	<b>NOVA</b> Day The Dinosaur Died	<b>NOVA</b> Rise of the Mammals	<b>NOVA</b> Why Sharks Attack	<b>NOVA</b> Mystery Beneath the Ice
Social Studies	10:00 AM	<b>History Detectives</b> Bob Dylan, Electric Fender Stratocaster/Beatles Autographs	<b>History Detectives</b> North Vietnamese Soldier Diary/Notebook of Liquor Recipes	<b>History Detectives</b> Stories from the American West	<b>History Detectives</b> Stories of our Nation's Beginnings	<b>History Detectives</b> Psychophone
	10:30 AM					
Science, Engineering, Architecture	11:00 AM	<b>Magical Land of Oz</b> Land	<b>Magical Land of Oz</b> Ocean	<b>Magical Land of Oz</b> Human	<b>Nature</b> Snowbound: Animals of Winter	<b>Nature</b> Yosemite
	11:30 AM					
	12:00 PM	<b>Life from Above</b> Colorful Planet	<b>Life from Above</b> Patterned Planet	<b>Life from Above</b> Changing Planet	<b>Operation Maneater</b> Great White Shark	<b>Nature</b> Forest of the Lynx

- **GOAL:** Train parents and preschool educators to productively use screen learning to supplement education while children were/are at home. Create greater parity in at-home learning.
- **RESULT:** Over 500 teachers and parents were trained in digital teaching skills, qualifying for ed certifications FOR FREE







Claire Anderson 93 – daily viewer

- **GOAL:** Don't let boredom or despair set in, and keep the community connected and positive. Work hard to make Vermont inspired. Offer the News antidote.
- **RESULT: WE STAYED HOME & HAPPIER**
  - Viewership doubled in Kinder, gentler TV with VT emphasis.
  - "The Lift" e-newsletter positive VT news, at our own expense.
  - Mister Chris & Friends – Family Hour entertainment.
  - Online Viewing Parties.
  - Special new stories (food & restaurants) and events

- **Emergency Alert System**
- **FREE Broadcast Service**
- **Broadband – Streaming & Web**
- **E-Newsletters for Kids & Parents**
- **The App**

# Our Request for Support \$899,000

Where	What	Cost
Mt 1 Mansfield	Flywheel Uninterruptable Power Supply (UPS)	\$350,000
Mt. 2 Mansfield	6KW Liquid Cooled Transmitter	\$200,000
On Air/ On 3 Line*	At Home Learning Initiative	\$125,000
4 Studio	Microwave Link Studio to Transmitters (STL)	\$85,000
5 Studio	Nevion Signal Distribution & Triveni Guidebuilder	\$60,000
Mt 6 Mansfield	HVAC Upgrades in equipt bldg.	\$30,000
Mt 7 Mansfield	Generator Transfer Switch	\$12,000
8 On Line*	Digital teacher training	\$37,500



- **Annualized cost of *additional, hand-programmed* distance learning:**

**\$125,000**

- **Donated digital learning services:**

**\$37,000**

- 10,000 daily school viewers
- Coordinated curriculum for teachers
- Over 500 specially trained pre-K teachers, certified **for free** in digital early education
- Custom online webpage interface
- Family time programming
- Delivered to hundreds for **free** over the air
- Curated educational content, from Daniel Tiger to NOVA

# System Resiliency – VT relies on the network

**Keeps Mt. Mansfield broadcast Site “at the ready” to serve the state network**

**Avoids replacements with multi-day down-time risk**

**Power also Supplies wireless communications network**

**FREE Alternative to broadband - reaching thousands**

Amount	What	Why
\$350,000	Un-interrupted Power Supply	Keep System and cell phones Live
\$200,000	Cooled Transmitter	Avoid outages
\$85,000	Microwave to transmitters	Replace failing dish
\$60,000	Guide and fiber converter feed	For broadcast users
\$30,000	HVAC –for transmit equipt	Cools from over heating
\$12,000	Generator switch	transfers power



**Thank you**