

“THE SYSTEM NEEDS” TRUTHS

THE SYSTEM NEEDS

1. AWARENESS/ADVOCACY FOR EDUCATION INSIDE AND OUTSIDE THE SYSTEM.
2. DATA ABOUT THE IMPACT OF PUBLIC BROADCASTING’S CONTENT AND SERVICES ON STUDENT ACHIEVEMENT. RESEARCH ABOUT K-12 USE OF MEDIA.
3. ONE “BIG IDEA” THAT INVOLVES THE SYSTEM NATIONALLY AND LOCALLY, AND IS A GREAT STORY THAT RESONATES WITH CONGRESS AND OTHER FUNDERS.
4. SUSTAINABILITY/SUPPORT MODELS FOR EDUCATION SERVICES.
5. PROFESSIONAL DEVELOPMENT AND CAPACITY-BUILDING FOR STATION ED STAFF.
6. BEST PRACTICES SHARED AMONG STATIONS THROUGH BETTER COMMUNICATION TOOLS/FORUMS.
7. ONE OR MORE HIGH-IMPACT, WIDESCALE, NATIONALLY-AVAILABLE (SCHOOL) SERVICES.
8. LOCAL CONTENT CULTIVATED AND SHARED.
9. NPS CONTENT PROVIDED IN WAYS TO EXTEND ITS CLASSROOM USE (E.G., RIGHTS, SEGMENTED, TIED TO STANDARDS, ETC.)
10. NEED FOR SOME COMMON MEASURES ACROSS SYSTEM, SHARED BY ALL STATIONS, TO DEMONSTRATE OUR AGGREGATED REACH/IMPACT IN KEY AREAS.

TWO OTHER TRUTHS

1. ONE SIZE WILL NEVER FIT ALL, AND IT’S OK THAT ONE SIZE WILL NEVER FIT ALL.
2. EDUCATION—IN WHATEVER FORM—IS ABSOLUTELY MISSION-CRITICAL TO PUBLIC BROADCASTING.

Perceptions about PBS's Role in Education

From Spring 2006 System Survey

N=77 station heads of education. Survey questions developed to reflect previous feedback from ed directors and GM's through site visits and other system discussion forums.

*Ratings of 4 and 5 on a scale of 1 ("strongly disagree") to 5 ("strongly agree"), plus mean ratings. The question asked was, "PBS is interested in identifying the particular roles you think it should play, vis a vis individual stations, producers, consortia of stations and/or the other national organizations. Please read each statement below and rank them. Use a 5 point scale where 1 means strongly disagree and 5 means strongly agree." A second question asked, "Please rank your top four priorities among these statements, where one is your top priority and four is your fourth priority."

PBS Role/Support	Top-2-Box Rating	% Who Ranked As One of Top Four Priorities
(Base: Total Respondents n=77)		
PBS should lead a local-national effort to elevate the visibility/importance of our education efforts outside of the system (e.g., with politicians, potential funders).	87% 4.4	42%
PBS should acquire NPS content in a manner that extends educational use.	80% 4.4	49%
PBS should aggregate and add value to NPS content.	79% 4.4	42%
PBS should conduct research and disseminate information about the "return on investment" from education services locally and nationally, and the relevance of the educator audience to core system strategies.	77% 4.2	23%
PBS should commission/conduct/disseminate education research on behalf of the system.	75% 4.0	30%
PBS should lead a PR campaign/effort to elevate the visibility/ importance of education within the system and to help stations advocate for education within their own organizations.	74% 4.1	38%
PBS should coordinate/offer professional development for station education staff.	71% 3.9	23%
PBS should lead national initiatives that stations may participate in that are funded with federal or foundation dollars.	68% 3.9	38%
PBS should establish partnerships/relationships with other national education organizations who have chapters/affiliates in my area.	64% 3.8	21%

PBS should design local-national initiatives around particular upcoming programming.	62% 4.0	21%
PBS should design local-national education initiatives around special events (e.g., elections).	61% 3.8	17%
PBS should aggregate and distribute locally produced content and services(e.g., manage a portal that links out to locally-produced content assets).	53% 3.7	23%
PBS should start new businesses in education that stations may participate in, in order to generate local and national revenues.	43% 3.5	14%
PBS should “get out of the way” and let individual producers and stations handle education.	8% 1.9	4%
PBS should “get out of the way” and let other national organizations handle education (e.g., NETA, CPB).	7% 1.9	4%