



## News Release

For Immediate Release  
October 18, 2002

Contact: Carol Vernon  
703.933.3118/cvernon@ciconline.org

### **C-SPAN/TECHNOLOGY COMBINATION PROJECT PROVIDES REPLICABLE NATIONWIDE TEACHING AND LEARNING MODEL**

#### **Time Warner Cable, C-SPAN and Project VIEW of the Schenectady City School District Awarded Cable in the Classroom Grant**

**Alexandria, VA** - Time Warner Cable (Albany, New York Division), C-SPAN and Project VIEW of the Schenectady, New York, City School District have been selected to develop and implement a Cable in the Classroom (CIC) Demonstration Project. CIC is the cable industry's education foundation. The project will develop and test a unique interactive learning model that combines the strength of area teachers and the educational and public affairs resources of the C-SPAN Networks. The award comes with a \$65,000 grant from CIC to support project activities as well as an extensive research and evaluation component. Planning and development is underway.

"We're excited about the teaching and learning opportunities that can result from this combination of education expertise, rich cable content and broadband technology. We'd like to be able to provide a replicable model based on this project—and share it with partnerships and classrooms nationwide," said Dr. Peggy O'Brien, CIC executive director.

The CIC Demonstration Project will create learning opportunities for students and teachers by providing point-to-point videoconference opportunities with C-SPAN which will enhance and support other resources that are available to them through C-SPAN. Project VIEW, a five year Federal Technology Innovation Challenge Grant, offers an established infrastructure, training model and paradigm. Following VIEW's model, master teachers will be selected to develop the project, which will include an interactive content-rich videoconference program built to incorporate the wealth of C-SPAN resources. A series of eight interactive videoconference programs will be developed and implemented, integrating all the disciplines with a strong emphasis on Social Studies.

“This is an extraordinary opportunity for Project VIEW and our partners to expand our reach and continue to break the classroom barriers,” said Dr. John Falco, Project Director of Project VIEW and Superintendent of Schenectady City Schools. “We have successfully trained hundreds of teachers to develop and integrate curriculum as well as use the technology. With this program, we continue to do that. We are changing the way we teach and learn.”

Each of the CIC Demonstration Project partners brings unique skills and an exceptional level of expertise to the project. Beginning its third funding year, Project VIEW has worked with nationally recognized content providers and has trained hundred of teachers to develop curriculum and integrate videoconferencing into the curriculum.

“We are most fortunate to have the opportunity to rely on the strength of our established partnerships with some of the best resources in educational programming and interactive education technologies,” said Peter M. Taubkin, Vice President, Government Relations & Public Affairs for Time Warner Cable’s Albany Division. “Our past successes individually with the C-SPAN Networks and the Schenectady City School District have brought us a blueprint for what we believe can serve as a model—and we’re pleased that Cable in the Classroom recognizes that,” added Taubkin.

The complete projects will be available to classrooms through the use of interactive videoconferencing and digitally archived Internet resources. The projects will include an array of explorations and will enable students and teachers to learn through conducting real-time interviews and discussions with C-SPAN guests including policy experts, politicians, authors, and journalists.

“Partnering with Time Warner and Project View provides C-SPAN with a great opportunity to work in a sustained, focused manner on something that can really affect kids’ learning,” said Meg Steele, C-SPAN’s manager of education. “Cable in the Classroom’s award provides us with a chance to learn more about how best to use our video and online resources to support teaching and learning.”

Time Warner Cable, the CIC Demonstration Project director, operates one of the most sophisticated cable systems in the nation. Time Warner has an established history of partnering with area educational institutions to successfully implement and maintain distance-learning programs as well as providing free monthly cable, information and teacher training tools to more than 370 schools in the communities they serve. Time Warner will provide the needed bandwidth through Road Runner high speed Internet service.

C-SPAN offers a wide variety of programming from its three television networks, seven websites, extensive online archives as well as videotape archives. Current programming includes coverage of the U.S. House and Senate, congressional hearings, White House events, Pentagon briefings, speeches by U.S. Supreme Court Justices, over 100 Campaign 2002 debates, policy forums from think tanks, live viewer call-in programs, and over 50

hours of book and author programming each weekend. C-SPAN in the Classroom is a free service for teachers that provides information, lessons and activities for teaching and learning with the Network's programming and internet resources.

*CIC represents the cable telecommunications industry's commitment to education - to improve teaching and learning for children in schools, at home, and in their communities. This is the only industry-wide philanthropic initiative of its kind; since 1989, 8,500 cable companies and 39 cable networks have provided free access to commercial-free, educational cable content and new technologies to 81,000 public and private schools, reaching 78 percent of K-12 students. CIC focuses on five essential elements to ensure quality education in the 21st century: visionary and sensible use of technologies, engagement with rich content, community with other learners, excellent teaching, and the support of parents and other adults.*

Contacts:

Project View– Dr. John Falco – (518) 370-8100

TWC - Peter Taubkin - (518) 242-8839

C-SPAN - Meg Steele - (202) 626-7967

Cable in the Classroom – Carol Vernon (703)933-3118

###