

TALKING POINTS FOR DIGITAL TELEVISION

Please pick the two or three points that interest you the most and focus your letter of support around those topics. Please use your own words. Remember, we need letters by February 13th!

- Mississippi ETV will use digital television to provide additional and new services to schools, including a 24-hour instructional channel for use in Mississippi K-12 classrooms; thousands of hours of instructional programs ranging from science and math to foreign languages and Mississippi history are contained in the ETV program archives – with additional new programs becoming available each semester!
- ETV has developed plans for the Mississippi Public Service Network, a round-the-clock program channel that will provide televised coverage of state Boards and Commissions, the Legislature, and other key events that have an impact upon Mississippians; modeled after C-SPAN, the Mississippi Public Service Network will work to foster a greater understanding of government and spur a greater citizen involvement in civic activities.
- Statewide teacher conferences, already conducted each semester on Mississippi ETV, would expand to allow state education leaders and K-12 teachers/administrators/school board members to convene monthly sessions for an extended interactive discussion of critical issues facing education in Mississippi.
- PBS and ETV have long been recognized as a leader in programming for children; digital multi-casting will make available to Mississippi families PBS Kids, a non-stop channel of highly-acclaimed programming targeted to meet the educational and developmental needs of children, augmented with local programs focusing upon Mississippi-specific content for children; given the shortage of high quality, non-commercial programming available in today's marketplace, this will be an invaluable service.
- Long recognized as the premiere source for science, nature and cultural performance broadcasts, Mississippi ETV plans to fully harness the enormous audio and video capabilities of High Definition digital television; augmenting existing national programming already available in HDTV, Mississippi ETV will be producing several High Definition programs; already in pre-production is a special on the Majesty of Spain exhibit coming to the United States (Jackson, Miss.) this year, and the highly touted International Ballet Competition in 2002.

- Mississippi ETV has created a New Media Department and will be developing a wide range of new services available through digital television's data casting capabilities; a wealth of program-related and supplemental materials will be "downloaded" to personal computers via digital transmissions from ETV; from teacher guides to maps, charts, and a wealth of additional information, digital

television will enable Mississippi schools and homes to fully participate in this digital revolution!