

**The Public Broadcasting
Case Builder**

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Introduction

This handbook is designed to help you develop your station's internal case and offer you the resources with which you develop external case expressions.

As part of the CPB Television Major Giving Initiative, stations were asked to develop externally focused statements of mission, vision, and values. They were also asked to develop three important case ideas—written explanations of the three principal ways in which your station serves your community.

This *Case Builder* provides generalized copy designed to help you do so. Many sections assume the existence of certain activities that may not exist at your station, and they do not include activities that are unique to you.

Many overlap. For instance, the section titled *Public Television as a Friend to Children* develops ideas that are expanded on in the section *Public Television as a Trusted Place for Families* and the section on Ready to Learn. Therefore, some editing will be required.

Some stations have used these templates as is, substituting their own station call letters. That is not the best used for them.

Rather, use these ideas as a starting point for developing case ideas that uniquely express *your* station. In this way, your case materials will reflect the unique mission and vision of your station. Do feel free to borrow sentences, paragraphs or ideas.

If you identify case ideas that are not included here, please notify us by sending an email to suggestions@majorgivingnow.org. Please provide specific examples that would help us write case material to include in our ongoing updates to this tool.

Mission, Vision, and Values

You have developed your own unique mission, vision, and values statements during your work on Building Block #1.

These statements reflect your role in meeting the needs of your community—and should be the first page of your case.

The Case for Public Television

(A general statement of your purpose and position in the community.)

WMGI is far more than television. In fact, we don't think of ourselves as being in the business of television. Our business, rather, is really about ideas, learning, arts and culture, and citizenship. Television is simply the means by which we deliver these resources to our community.

From our inception we have recognized that television is a powerful instrument that can be used for good or ill. It can raise the level of discourse in our society, but it can also degrade it. It can broaden our horizons, but it can also narrow our worldview. It can bring us together, or leave us isolated and self-absorbed.

At WMGI, we work each day to put television to good use for the benefit of everyone in our region.

As a public service, we profit by improving the community on which we depend for support. We succeed to the extent that our children learn, our viewers become engaged in matters that concern them, and those within our communities join together in a common cause.

For children, we are a story teller and teacher. For families, we are the channel they trust – a valued friend that shares their values. For adults, we are a source of childlike wonder and lifetime learning.

Teachers find here the tools to help educate the young. School dropouts turn to us for the chance to earn a degree. Newcomers learn English through our outreach services. Those who cannot read come to us to learn a skill that others take for granted.

We are an integral part of this community. The professionals and volunteers who work to make WMGI possible are people who live alongside you. Your neighborhoods, schools, churches, parks, and community institutions are also the places where we live, study, worship, and play.

WMGI is not just public television, but quite literally the *public's* television, a community resource that is dedicated to serving everyone through our quality television programs, our educational services, our outreach projects, and our involvement in the community.

Public Television as a Friend to Children

(The role you play in developing the potential of your youngest viewers.)

Of all the services we provide to our community, nothing surpasses WMGI's commitment to its youngest viewers. Since its inception, WMGI has recognized the extraordinary influence television has on young minds and the responsibility we assume whenever they spend time with us.

We direct significant resources to children—not just toward producing programs for them, but toward research that helps us understand how they learn. We develop learning tools that we present off-air and even train parents how to limit television viewing.

We are now well into our second generation of helping to develop the intellectual, emotional, and social potential of our youngest viewers. From *Mr. Rogers* to *Sesame Street*, from *Arthur* to *Reading Rainbow* and more, our children's programs are the most honored and respected on television—sweeping the Emmy Awards children's category year after year.

Of even greater significance, WMGI is the channel most trusted by parents and families.

Our special mission to children goes far beyond television. WMGI brings children and families the special initiative, *Ready To Learn*, designed to improve the school readiness of young children. This innovative project centers on a full day of non-violent, commercial-free, educational children's television programs such as *Dragon Tales*, *Clifford*, and *Between the Lions*.

But *Ready To Learn* also provides extensive outreach services—workshops for parents, childcare providers and other early childhood professionals, as well as the distribution of children's books and *PBS Families/PBS para la Familia* magazine.

Your investment in WMGI is an investment in the children of our community – and our future.

Stimulating the development of young minds and inspiring the idealism of children are some of the things that WMGI does best. No one else does it better.

Public Television as a Trusted Place for Families

(A different view of the same case point.)

Parents trust WMGI. A study by the Annenberg Public Policy Center of the University of Pennsylvania confirmed what most people suspect: When asked, 70% of parents said that the best programming for children and young people can be found on PBS.

The American Academy of Pediatrics cites this evidence in recommending that parents take charge of their child's viewing and directing families to public television programs.

Parents trust public television because it treats their children as precious resources, not just young consumers. Parents know that WMGI children's programs like *Mr. Rogers*, *Sesame Street*, *Arthur*, *Dragon Tales*, *Clifford*, and *Between the Lions* are non-violent, non-commercial, and educational. They know that these programs teach reading and math skills, convey concepts, and teach values.

Parents are also aware that no one else in the community serves the development needs of pre-school youngsters as consistently and as well.

WMGI works through community outreach programs like *Ready to Learn* and develops interactive web content to extend the learning experience. On www.wmgi.org, for example, youngsters can learn to read by following the stories of *Clifford the Big Red Dog* and having the text read to them as it is displayed on screen.

Now, through its digital television service, WMGI is delivering *PBS Kids* to local families—a full-time, non-commercial educational service for children and families.

As their children grow, parents know that WMGI is a companion that will grow with them – bringing them the best of history through Ken Burns specials and *The American Experience*, the best of science and the natural world through *Nova* and *Nature*, and helping them learn about the world and their environment through *National Geographic* specials and other educational broadcasts.

WMGI works every day to serve families, and that has made it the most trusted source of quality programming for children.

Public Television as an Educator (Formal)

(If you have a formal educational program, this page may provide a template for communicating it to donors. It will almost certainly need editing to reflect your own program.)

WMGI is our region's largest classroom. From pre-school through college and beyond, public television plays a role in formal education. Without question, WMGI is a key part of the solution to providing all ages with educational opportunities.

Our children's programs, including favorites like *Sesame Street* and *Arthur*, are honored and much loved. Through our *Ready to Learn* program, developed in cooperation with the U.S. Department of Education, we help parents and teachers prepare our youngsters to succeed in school.

Our *Share a Story* initiative uses on-air and online programming to promote children's literacy. We bring the PBS KIDS channel to our community, a 24-hour education service that is a core part of the WMGI digital broadcasting service.

We are a trusted classroom resource, helping teachers supplement their lessons by providing access to the best of our primetime schedule and our programs.

Through our membership in PBS, we provide *TeacherSource*, an online website for preK-12 educators that helps them incorporate digital media in the classroom. This valuable teaching tool offers free lesson plans, teachers' guides and online activities that meet state curriculum standards. We also offer free lesson plans, activities and curricula for home schooling.

PBS *TeacherLine*, funded by a grant from the U.S. Department of Education, provides high-quality professional development for K-12 teachers with the goal of improving teacher quality and increasing student achievement. It offers more than 68 online facilitated courses in reading, mathematics, science, curriculum and instruction, and technology integration.

For adults, we partner with PBS to provide the *Adult Learning Service*, the nation's largest source of high-quality multimedia courses. We partner with [name of college] to help adults earn college credit in about 125

comprehensive courses, ranging from sociology to marketing to Web site development.

Through the PBS "Going the Distance" project, we work with [name of college] to offer students the ability to earn entire degrees and professional certification at their own pace and on their own schedule.

PBS YOU, which is one of our new WMGI digital services, is the nation's most comprehensive, around-the-clock educational television service for adults working toward a college degree, gaining basic skills or exploring a topic of general interest.

From childhood to the classroom, from college credit to improving the teacher's ability to teach, WMGI educates and enlightens thousands throughout our community.

Public Television as an Educator (Lifelong learning)

(This section outlines your role in providing informal learning opportunities to all.)

WMGI is television for the curious mind. It respects your intelligence, helping you to learn and grow throughout your life. It's always there to inspire you, pique your interest, enliven your daily life and take you to fascinating destinations near and far.

We help you explore the planets and the stars through *Nova*, the natural world through *Nature*, and your history through *American Experience* and the specials of Ken Burns. All these programs strive to satisfy your curiosity by providing background, history, and timelines based on these programs on our website, www.wmgi.org.

We keep you informed, helping you go behind the headlines each evening on *The Newshour with Jim Lehrer* and explore stories in-depth through *Frontline*, the only documentary series on broadcast television. As television news backs away from covering local government and policy issues, WMGI has made citizen a top priority, taking you into our state capitol on _____ and following developments in local and regional government that affect your life on _____.

But lifelong learning isn't limited to science, history, and government. WMGI teaches people so many things, like how to sew, make a quilt, barbeque, make a soufflé, add a room onto the house, repair plumbing, rebuild a carburetor, paint a watercolor, and, of course, collect antiques.

It takes you around the globe and introduces you to people from other cultures. It explores different faiths and moral issues. It helps you invest. It even assists you in running your business—or starting one.

WMGI knows that learning doesn't end with your last degree. As long as our community asks who, what, why, when, or how, we will help find answers. We are the community's most accessible, credible broadcasting resource for lifelong learning.

Public Television as an Impartial Information Source

(Be certain to fully describe what you're doing within your own community.)

Information is the lifeblood of democracy. Thomas Jefferson said, "If a nation expects to be both ignorant and free in a state of civilization, it expects what never was and never will be." Indeed, the uninformed citizen cannot make intelligent decisions about government, thereby undermining the entire premise of the American experiment.

Amid a cacophony of warring voices, with ideology often taking the place of facts, and with secrecy becoming contagious, WMGI stands out as a beacon of hope – a bastion of accurate, impartial information, providing clarity and context in a confusing world.

The Newshour with Jim Lehrer presents a daily hour that is hailed as the most impartial news program on television. *Washington Week in Review* ranks as the most interesting conversation of the week with journalists discussing the implication of the stories they've covered in a calm and dispassionate manner.

Frontline, recognized as "the last best hope for broadcast documentaries," has won every major journalism award during its 21-year history. Most recently, it has ranged from definitive coverage of the war on terror and public health issues to the role of religion in American politics. *NOW*, established by Bill Moyers, has carved out a unique role as the citizen's ombudsman, exposing such issues as the role of money in political campaigns and public policy.

All these programs provide companion websites, allowing citizens to explore issues in depth following the broadcast.

[Insert local program descriptions here]

Through news and information programs of unparalleled quality, WMGI challenges your assumptions, provides you with what you need to function as an informed citizen, and encourages you to use your mind.

Public Television and Localism

WMGI is local. It is locally owned and operated. Decisions about programming and services are made by people who live within this community. They report to a board of directors who are drawn from this community.

That's the way it used to be throughout much of television, and we think it's the way it should be. But over the past 25 years, the number of television stations that one company could own has grown from five to 20 to a number limited only by the percent of audience served. Today, two companies reach more than 35% of the American population.

The same is true of cable and satellite. Single companies that own many cable channels also own television stations and produce their own programs. Today, a handful of companies control most of what we watch.

That's not inherently bad, but it is also not local. Station policies and program decisions are typically made somewhere else, and the ability of any one individual to make his or her voice heard on viewing issues is almost non-existent.

WMGI remains local. We set our own policies, make our own program decisions, and answer questions when our viewers call or write. Most of our financial support comes from the local community, so we rise or fall based on how responsive we are to your local needs.

Our license to broadcast—along with that of other stations – requires us to operate “in the public interest, convenience, and necessity.” We value that obligation, and we work hard every day to adhere to it.

We often say that WMGI belongs to you. We believe that it does and we strive to make certain our programming and community projects reflect our commitment to you.

Public Television and Diverse Voices

(This will require considerable editing to include local services.)

WMGI reflects the communities we serve—all of them. We offer a diversity of voices unmatched anywhere else on television.

Because we do not exist to *market to* audiences but to *serve* them, one measure of our success is how inclusive we are. We do this not simply by exchanging experiences within cultures, but by sharing them with the entire community.

This is reflected in our programming, which over the past few years has regularly addressed the concerns, heritage and history of:

- Diverse racial and ethnic groups, including Native Americans, Asians, African-Americans, Latinos, Polish-Americans, Irish-Americans, Italian-Americans, and others.
- Major religions, including Christianity, Judaism, Islam, and Buddhism.
- Specific American regions, including Appalachia, the South, Hawaii, Alaska, and others.
- Communities in our area who contribute to the quality of life we all enjoy, including _____, _____, and _____.

It is also reflected in our outreach efforts. Many of our publications are bilingual. Our *Ready to Learn* program is offered in English and Spanish. Many of these initiatives target specific ethnic groups within our communities. We offer training in English as a second language. And many of our programs are broadcast not just in English, but simultaneously in Spanish through the Secondary Audio Program (SAP) channel.

WMGI takes the term “public television” quite literally. We belong to the entire community, and our programming and outreach activities mirror the diverse range of voices available to us.

Public Television as a Service Provider (outreach)

(Requires editing to provide local examples and remove activities that do not apply to you.)

WMGI Public Television is more than the sum of its programs. It is a wide range of direct, people-to-people services designed to convey ideas and learning to the many adults and children we serve. This is what we call *outreach*, and it is central to WMGI'S commitment to put television to good use for the benefit of us all.

Outreach extends the power of our programming by putting materials, tools, and classes that support these programs into the hands of viewers. Our outreach efforts bring people together to make change in our community, in the quality of your life and the lives of others.

Through *community outreach*, WMGI partners with other local organizations to extend the value of our programs by way of various media services, educational materials and collaborative activities. These efforts are designed to engage individuals and foster community participation in issues of importance. [Provide local example.]

Through *educational outreach*, WMGI supports formal and informal education, providing educational experiences for young people in classrooms, libraries, and community-based organizations while supporting the professional development of the adults who work with them. [Provide local example.]

Through our *Ready To Learn* program, we work with PBS to ensure that all America's children are prepared to enter school. *Ready To Learn* provides on air, online and print resources and local support to help parents and early childhood educators prepare children for success in school. [Provide local example.]

Outreach sets WMGI apart from other stations:

- Outreach exists because our programs have meaning that extends far beyond television.
- Outreach is possible because we are not bound by the need to use our airtime to produce profits.

- Outreach is significant to us because we are part of this community and desire to work with others to make it a better place.

Public Television as a Community Partner

Just as others work through us to achieve their goals of a building a better educated and more civil community, WMGI works through others to achieve its mission.

We are not a school, but we provide education. We are not a social service agency, but we improve lives. We are not a museum, symphony orchestra, or theater, but we provide arts, culture, and strong connections to the past.

To do this, we work through other organizations—many of them in our own community—who use our broadcast and outreach expertise to extend their work.

We partner with schools to improve the quality of education in our community. We prepare youngsters to enter the classroom, provide libraries of visual resources, and give teachers opportunities for independent study. We help our schools improve the way they do their jobs.

We partner with social service agencies to provide outreach. We produce programs on issues of community importance, bring viewers together to identify solutions, and publicize their conclusions. We help these agencies raise community awareness and identify solutions to pressing problems.

We partner with cultural institutions to bring the arts and culture, science and history to our audiences. We bring the best of opera and symphony performances, drama and dance to our audiences. We open the doors of museums and display their collections in programs that bring history alive. We promote the activities of local organizations to strengthen the cultural life of our community.

WMGI is one of the premiere educational, social, and cultural institutions of our region, and we open a gateway to every other organization with which we work.

(Expand on any of these sections to provide concrete examples and, of course, remove those that do not fit.)

Public Television as a Neutral Convener

(This and the next statement are versions of the same idea. Both deal with the station's role in bringing people together in the community. This version is for the station that has no agenda. The next is a more activist statement.)

WMGI is an integral part of this community. We are locally owned and operated. Our staff and volunteers live and work in the community they serve. The problems our community faces are our problems, too, and we share in its successes.

In support of our community, WMGI plays a role both on-air and off-air to bring people together to help the community address concerns. Much of this we do through community outreach efforts that extend beyond our programming, emerge from independent initiatives or come from the ideas of others. [provide examples here]

We take no editorial position on these issues. We use our role as a locally owned and managed media presence in our community to serve as a neutral convener.

WMGI uses these good works to help our community address its problems, and we all profit from it.

Public Television as a Catalyst for Change

(This is an activist version of the above.)

WMGI is an integral part of this community. We are locally owned and operated. Our staff and volunteers live and work in the community they serve. The problems facing this community are our problems, too. Together, we share in our community's successes.

In support of our community, WMGI plays a role both on-air and off-air to bring people together to help the community address important concerns. Much of this we do through community outreach efforts that extend beyond our programming, emerge from independent initiatives or come from the ideas of others. [provide examples here]

Although we take no political position, we are not neutral bystanders. We believe in better schools, stronger families, and a more educated citizenry. We believe our citizens have a right to clean air and water, to good jobs and to training that will help them find meaningful employment, and to take part in civic life. We work to help make these things happen.

It is our responsibility as a locally owned and managed media resource to help make a profound impact. We are a catalyst for change in our community.

Public Television as an Advocate for the Arts

(Celebrating Arts and Culture)

WMGI constantly celebrates the arts and culture. Through our programs, we bring the best music, theatre, film and dance to the furthest reaches of our region.

From the *Boston Pops* to *Live from the Met*, we provide the finest classical performance. From Willie Nelson to Ella Fitzgerald, from Martin Scorsese's *The Blues* to the great doo-wop groups of the Fifties, we bring contemporary masters into your living room.

From the new version of Rogers and Hammerstein's *Oklahoma* to Thornton Wilder's *Our Town*, we put you front in a front row seat. We bring you dance performances from Paul Taylor to Bob Fosse, with Nureyev's *Don Quixote* thrown in for good measure.

[Our own *ArtBeat* celebrates the rich cultural life of our own community, those who are keeping both the visual and performing arts alive and thriving.]

Our cultural programming serves as an introduction to the arts for young viewers. For many adults, the free tickets we provide are the only chance they'll ever have to attend world-class events.

WMGI believes that the arts should remain a part of our daily lives. By producing and airing the greatest performances available, we give equal cultural opportunity to all.

Public Television as a Preserver of History

WMGI remains dedicated to preserving and sharing history. From the history of Greek civilization to Lewis and Clark's Voyages of Discovery ... from America's Civil War to [insert local example here], we make history immediate, engaging, and understandable.

Through companion coursework provided free to teachers, we help bring history alive. Today, students do more than just memorize names, facts, and dates. Thanks to WMGI, what they study becomes real, and in turn becomes more meaningful.

Public television's commitment to preserving history has spawned a new genre and produced many imitators, but no one brings our community more programming with a historical perspective – or does it more accurately than we do.

We began telling the story of who we are and how we got here more than three decades ago with Sir Kenneth Clark's landmark series, *Civilization*. Over the years, we have delivered to you stories of the ancient world, biographies of great statesmen, industrialists, and rogues.

We have profiled every modern American president and detailed his contributions to making America what it is today.

We have recorded American history from Ken Burns's groundbreaking series *The Civil War* to more whimsical historic events like *The Accordion*.

We tell stories of our world and our nation, great wars and great political battles. And we pay special attention to the history that surrounds us in our own community. [Provide example of local history projects.]

We tell these stories to our children. We tell them to preserve the contributions of those who have gone before us. And we tell them to remind ourselves that everything we do today, as a community, state, and nation, will become part of history tomorrow.

Public Television as a Preserver of the Environment

Perhaps no single force has done more to safeguard our environment than public television.

Through WMGI, our community has seen the havoc caused by the deforestation of the Amazon. We have visited Prince William Sound and witnessed the deleterious effects of an 11-million-gallon oil spill on these biologically rich waters.

We have seen what happens when a great inland lake, Okeechobee, is drained. We have viewed the after-effects of a nuclear disaster at Chernoble. We have visited people whose homes and lives are adversely affected as a result of chemical dumping. We've explored the ramifications of over-fishing on our oceans.

WMGI has raised awareness and caused people to take action within our community. Our programs and outreach have led to community recycling initiatives, critical efforts to clean up our own rivers and streams, and reforms in land use policy.

In our community today, there is active, ongoing discussion of environmental issues that were virtually unknown little more than a generation ago. Knowledge is power, and the information WMGI provides to our community gives citizens the tools they need to seek changes that will forever preserve our natural heritage.

The Station as a Multi-Media Source

WMGI uses a variety of media to serve our community, making us an important part of the lives of our citizens whether at home, at work, or on the go.

Through WMGI Television, we are a story teller, a teacher, a theater, a library, and a traveling companion. Our television service is the most trusted place on the dial for families with children, a source of childlike wonder to adults, and a place where all of us can continue to learn and grow, whether our interests are science, current affairs, antiques, or *bouillabaisse*.

[Radio A: Through WMGI Radio, we are a primary information source, going beyond the headlines to explain world, national, and local events. Programs like *Morning Edition* and *All Things Considered* provide context, while *Fresh Air* with Terry Gross bring insightful interviews with writers, artists, and thinkers.]

[Radio B: WMGI Radio is the cultural and artistic voice of our community. It not only brings the world's great music into our lives throughout the day, it is a portal to the arts throughout our region, bringing news of concerts, plays, art exhibits, and lectures.]

WMGI online extends the value of our radio and television programming through links to additional program content and program-related educational resources. WMGI online helps you find programs of interest before they air and find repeat broadcasts of programs you've missed. It takes you behind the scenes to show who we are and how we operate.

WMGI's web-based educational resources are working to improve the quality of learning in our community by helping teachers use WMGI programs in the classroom during school hours and to hone their teaching skills through in-service training.

WMGI is more than television, more than radio, and more than the web. It is a multimedia service that touches people's lives in a variety of ways. Through this combination of media, WMGI works to serve citizens where they need us, when they need us.

WMGI Radio as a Primary Information Source

Over the past several years, WMGI Radio has become a primary information source for thousands of listeners, on a par with their daily newspaper or a weekly news magazine.

You have come to expect WMGI to provide the very finest in news and information radio programming whenever you turn to us—to go beyond the headlines to provide meaning and context to world, national, statewide, and local events.

Through *Morning Edition*, *All Things Considered*, *Fresh Air*, and locally produced news and cultural programming, WMGI rises to meet those expectations daily. It is thorough, fair, and authoritative. And in what is increasingly rare among 21st Century media, WMGI prides itself not on always having the answer, but in always having the questions.

WMGI is an important partner with NPR and other national programmers, not only bringing outstanding radio programs to our community, but providing news reports, when called upon, that are shared with other public radio stations. We are not just a presenter, but a representative and interpreter.

WMGI has been widely recognized for the excellence of its radio news broadcasts. [Cite some awards here.]

But our greatest reward is the knowledge that we are a trusted partner in the everyday lives of thousands of our listeners. We have worked hard to build a reputation for accuracy, impartiality, and diligence, and consider your trust the bedrock of our mission.

WMGI Radio as an Arts Advocate and Preservationist

WMGI is fine arts radio for our community. To thousands of listeners, we are a concert and recital hall—always open and never requiring admission—and a constant companion.

But WMGI is more than just our community's stage for the world's greatest music. WMGI is a portal to the arts, informing our community of upcoming events, such as plays, musical performances, lectures, exhibits, and other cultural gatherings sponsored by a variety of organizations and groups.

Unlike any other arts organization, we strengthen the entire cultural community and thus contribute to the quality of life here.

Throughout its programming, WMGI preserves access to the arts for all citizens. For many older members of our community, we provide entry to concerts they can no longer attend. For those of limited means, we open the doors of the world's great concert halls, affording them an opportunity they would not otherwise have.

By preserving access to the world's great music, we help to prepare audiences of the future, introducing youngsters to a quality music experience that is becoming increasingly rare.

In an era when too much radio has grown shrill and strident to attract your attention, WMGI Radio goes quietly about its business—providing a quality cultural experience for quality listeners.

WMGI is more than radio. It is a performance stage, recital hall, musical educator, and portal to the community's artistic life, providing equal cultural opportunity to all. Recognizing this important mission, it is no exaggeration to say that WMGI Radio is our community's most vital cultural attraction.