



## The Education Channel

TV That's good for your mind....

Channel 32 ~ Verizon  
Channel 614 ~ Bright House  
[www.educationchannel.org](http://www.educationchannel.org)

# 2008 ANNUAL REPORT

**Mission** *To use television to make a lifetime of learning possible for everyone in Tampa Bay.*

## THE YEAR IN REVIEW

**The Education Channel** was established in 1987 to provide Tampa Bay children and adults with high-quality, interesting educational programs. Since then, **The Education Channel** and its sister station **The Explorer Channel** have served the local community with a wide variety of exceptional educational programs – all free of commercial interruption.

Last year was no exception. In spite of budget and staff reductions, **The Education Channel** still was able to provide wonderful programs including popular locally produced programs *Mathematics Homework Hotline*, the *Independents' Film Festival* and *Tampa Bay Education Digest*.

You did have to look harder to find **The Education Channel** and **The Explorer Channel** in 2008. Bright House Network moved the channels from 18 and 21 to 614 and 620. The Education Channel ran an on-air and web campaign about the channel change to help viewers find the new assignments.

The shrinking budget and deteriorating economy required **The Education Channel** to make organizational changes in response. First, the Board of Directors was reorganized into a community based fundraising board. Second, fees for production and on-air services were instituted. These changes will allow **The Education Channel** to focus on maintaining the station while still allowing our local educational organizations to get their programs on the air at low cost. Both of these changes will enable **The Education Channel** to continue to weather the brewing economic storm and continue to secure the community's access to educational programs on television and the web.

### 2008 Board of Directors

Kari Goetz, President

Stephanie Gaskins, VP

Jeffery Blanchard

Jenny Carey

Becky Clayton

Liana Fox, Treasurer

Cindy Luiaconi

Kay Rizzo, Secretary

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## 2008 Education Channel Program Highlights

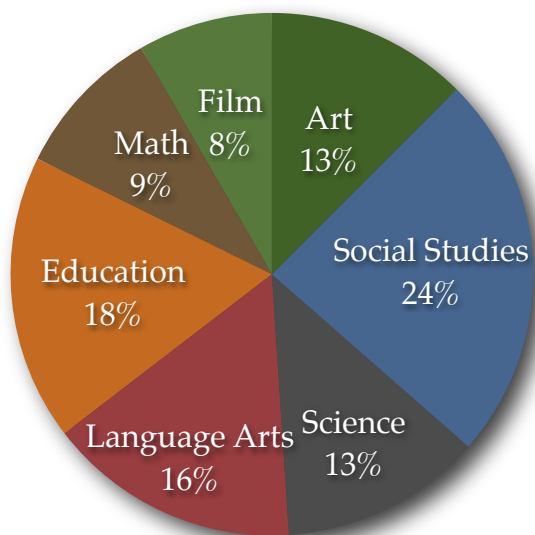
Tampa Educational Cable Consortium continued to serve Tampa Bay residents and students with great commercial-free, educational programming for all ages. TECC produced an amazing amount of original programming of very high quality with a very small staff. TECC brought in a wide diversity of programming that is otherwise unavailable in our community.

- **Math Homework Hotline** New teacher Tammy Rush brought a “rush” of energy and creative ideas to the show. Call volume was down, but the quality of the show improved. 3 FCAT Prep shows for the 2<sup>nd</sup> year in a row, targeted 6<sup>th</sup>, 8<sup>th</sup>, and 10<sup>th</sup> grade students. Final show of the year featured 6 Challenge Question Winners on stage for “Math Magic.” **Math Marathons** for mid term and final exams helped students review for exams.
- **Independents’ Film Festival** 165 entries previewed and 119 films accepted for the on air showcase. 18 award winners, 12 nights of films on air, 7 theatrical screenings, one totally cool party and a fantastic workshop for aspiring actors. Best part – more films from Florida filmmakers entered and won this year than ever before!
- **Media Matters** USF Health took on the subject of red light cameras to give the public the benefit of actual research on their effectiveness – a topic the rest of the media had largely overlooked.
- **Battle of the Books** Our first game show, live from ROSSAC, featuring the elementary BOB kids, went off without a hitch, was a big hit, and a lot of fun.
- **20<sup>th</sup> Anniversary** Anniversary celebration featuring congratulatory greetings from local elected officials.
- **Project ELECT** Work started on a major 12 part series for the grant administered by USF and HCPS. 98% of the video was shot and editing started.
- **Halls of Tradition: Hillsborough High School** A major documentary project, this nostalgic trip through the history of HHS was a huge hit with alumni.
- **More Film Festivals!** Spooktacular in October, Homegrown in December, African in February, Russian in April, Asian in May.
- **Classical Masterpieces** 5 wonderful music programs featuring the Berlin Symphony Orchestra, led by star conductor Kent Nagano, playing Mozart’s Jupiter, Beethoven’s Eroica, Schumann’s Rhenish, Brahms’ No. 4, Bruckner’s No. 8 and Strauss’ Alpine Symphonies. Beautiful music accompanied by interviews with the musicians and conductor and information about the lives of the composers.
- **A Year of Days** Special programming for Martin Luther King, Jr. Day, Holocaust Remembrance Day, Earth Day, Space Day, July 4<sup>th</sup>, and, of course, Halloween.
- **Documentary Showcase** included variety of programs like *The Greatest Good*, the centennial history of the US Forestry Service, *Joyce to the World*, a celebration of Bloomsday, and *At the River I Stand*, the Memphis Sanitation Workers’ strike that led to Dr. Martin Luther King, Jr’s fateful decision to go to Memphis to join the workers.
- **Tampa Bay Education Digest** 11 episodes with special emphasis on local arts organizations, including us – our 20<sup>th</sup> anniversary and the IFF.



## 2008 Education Channel On-Air Program Categories

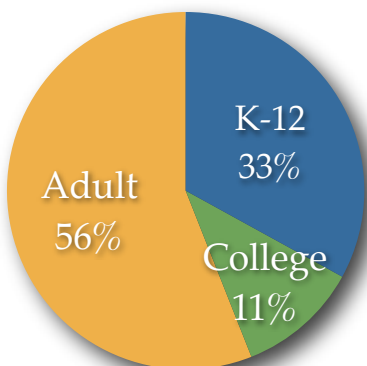
TECC generally offers a well balanced program schedule and 2008 was no different. All the major educational areas, Social Studies, Fine Art, Science, Language Arts, Mathematics and Education program were well represented with an abundance of great programming.



Program Category	2004	2005	2006	2007	2008
Art	16%	13%	12%	11%	12%
Social	20%	20%	21%	23%	23%
Science	15%	16%	12%	10%	12%
Language	9%	13%	16%	16%	15%
Education	12%	11%	14%	17%	17%
Mathematic	7%	8%	10%	8%	9%
Film	6%	7%	7%	8%	8%
Health	6%	6%	4%	2%	2%
Business	4%	3%	0.5%	0.5%	0.5%

## 2008 Education Channel Program Type By Audience Age

The Education Channel is scheduled with about 50% programming for adults, 50% for students.



Audience	2006	2007	2008
K-12	29%	31%	33%
College	18%	13%	11%
Adult	50%	53%	56%



## 2008 Original Programs: *81 programs, 99.5 hours*

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Program	Episodes	Total Time
Battle of the Books	1	1:39
Halls of Tradition Hillsborough High School Documentary	1	:26
Hillsborough County School Board Meetings	18	76:46
Lecture Series (Partner Organization) <b>Greg Bossart: Emerging Diseases in Marine Mammals (FLAQ)</b> <b>Kim Richie: Microbes (FLAQ)</b> <b>Chris Still and Randy Runnels: Art and Science (FLAQ)</b> <b>Haile Debas: 21st Century Global Health Challenges (USF)</b> <b>John Delgado: Heartburn (USF)</b>	5	3:30
Math Homework Hotline	29	29:00
Superintendent's Forum	9	4:30
Media Matters	1	0:29
Tampa Bay Education Digest (Partner Organization) <b>Music Education Florida Orchestra</b> <b>Special Edition : Hispanic Scientist of the Year MOSI</b> <b>Lifelong Learning Life Enrichment Center</b> <b>Opera Tampa TBPAC</b> <b>ENLACE USF</b> <b>Art Support in Tampa Arts Council</b> <b>Academy Prep Academy Prep</b> <b>Plant Museum Plant Museum/UT</b> <b>TECC 20th Anniversary TECC</b> <b>IFF- Film Makers TECC</b> <b>IFF- Student Film makers TECC/UT</b>	11	3:30
Dimelo	1	:29
College Algebra	5	9:44
<b>TOTAL PROGRAMS</b>	<b>81</b>	<b>99.5</b>