



Cable in the Classroom fosters the use of cable content and technology to expand and enhance learning for children and youth nationwide.

Working in partnership with and on behalf of the cable industry, CIC advocates for the visionary, sensible and effective use of media in homes, schools, and communities.



Education Outreach

- Provides free cable and broadband connections to schools and libraries across the country
[www.ciconline.org/locator]
- Provides access to 500+ hours of educational television programming and online resources from cable networks
[www.ciconline.org/resources]
- Creates visionary and educationally powerful resources that fire the imagination of creative educators, parents, opinion leaders, and policymakers
 - **Magazines** – *Cable in the Classroom* (as of June 2006; formerly *Access Learning*) and *Threshold*
[www.ciconline.org/publications]
 - **Media Smart e-Newsletter** – for parents & caregivers to learn about TV programs & Web sites that entertain and educate the family [www.ciconline.org/newsletters]
 - **CIC E-News and Resource Alerts** – to keep educators on top of the latest cable learning tools and content
[www.ciconline.org/newsletters]



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Education Outreach (continued)

- Creates award-winning online learning experiences that inform all learners about the powerful educational advantages of broadband and multimedia [www.ciconline.org/broadband]

National Leadership

- Leads a national effort to expand media literacy education to help adults and children understand and evaluate the messages disseminated by technology and media [www.ciconline.org/mediasmart]
- Hosts forums with education and policy leaders on educational topics in the news
- Celebrates excellence and leadership in education and honors those who improve teaching and learning
 - *Cable's Leaders in Learning Awards* [www.leadersinlearningawards.org]
 - *Media Smart Research Awards* [www.ciconline.org/mediasmartawards]
- Provides information and useful tools to support educators facing a wide range of challenges
 - *vSKOOL*
CIC-led consortium of organizations to provide education-related relief to K-12 education affected by Hurricanes Katrina and Rita [www.vskool.org]
 - *Digital Television Transition*
Information to help schools and the public prepare for the transition to digital television in 2009



Industry Outreach

- Provides a cable education clearinghouse with tools and resources to help local cable operators and programmers in their outreach to education
- Hosts forums and networking opportunities for cable operators and programmers

Investment in Cable in the Classroom Initiatives...	Key Facts
<p>Support Continued Growth of the Cable Business</p>	<p>The Cable in the Classroom industry-wide commitment to education is the only one of its kind and, according to CIC research, effectively separates cable from its competitors. By keeping your products and brand at the forefront in working with schools, CIC opens doors to residential and business services sales:</p> <ul style="list-style-type: none"> • Education is big business with a steadily growing demand for cable services (including high-speed data and voice services). In many communities, the school system is the largest employer. • Annually, K-12 education spends between \$6-9 billion on connectivity, computers, and software. • The K-12 education sector purchases about \$1.4 billion annually in digital instructional materials (including DVDs and streaming video services). • The roughly 3 million teachers and 55 million students in schools are consumers, too, who are increasingly driving trends in the use of media and technology outside of schools.
<p>Support Cable's Public Policy Agenda</p>	<p>Cable in the Classroom initiatives are designed to (a) create opportunities to build positive relationships with local, state, and federal policymakers and (b) actively support the industry's public policy aims:</p> <ul style="list-style-type: none"> • <i>Cable's Leaders in Learning Awards</i> program identifies exemplary educators, education administrators, and state and local policymakers who serve as spokespersons and advocates for the industry. • Through national partnerships with leading organizations like the PTA, the Council of Chief State School Officers (the members of which head state departments of education), and the National School Boards Association, CIC educates influential opinion leaders about the cable industry, its members, and its longstanding commitment to education. • In concert with NCTA and members of the cable industry, CIC advocates for the positive potential of cable technology and media in children's lives, as well as for the teaching and learning of media literacy in homes and schools as an alternative to regulatory schemes such as "a la carte."
<p>Demonstrate Corporate Social Responsibility</p>	<p>Consumers make purchasing decisions – and policymakers make regulatory decisions – based in part on their perceptions about a company or industry's corporate citizenship. In that regard, focusing public affairs initiatives on education – and leveraging a 17 year-old industry-wide commitment through Cable in the Classroom (CIC) – is simply smart business. According to the Cable Television Public Affairs Association (CTPAA):</p> <ul style="list-style-type: none"> • The public and policymakers see education as a critical societal issue. • Polls consistently rank education at or near the top of all corporate social responsibility issues a company can address. • In terms of return on public perception, focusing corporate philanthropy on education (as compared to other social causes) is most likely to impress consumers and cause them to think favorably about a company. <p>In addition, in working with and on behalf of the cable industry, CIC provides a suite of easy-to-implement turnkey materials for local operators and programmers that effectively position your company as a strong partner to education, including:</p> <ul style="list-style-type: none"> • Award-winning CIC publications that regularly reach over 100,000 educators and education leaders nationwide; • Promotional materials for the prestigious national Cable's Leaders in Learning annual awards program; and, • Valuable media literacy and internet safety materials suitable for both educator and parent audiences.