

# NEWS RELEASE

[date]

FOR MORE INFORMATION:

[station contact name + phone number]

[station contact email address]

**Free Educational Programming  
from the Annenberg/CPB Channel  
to be Available  
Through [name of local service]**

[name of local city] and Washington, D.C.—The **Annenberg/CPB Channel** of free educational programming is now available to members of the [name of local city] community, thanks to a new alliance between [name of local service] and Annenberg/CPB in Washington, D.C.

The **Annenberg/CPB Channel** will be available from [start time] to [close time] on [days of week] beginning [date] on channel [number + name of cable service, if necessary].

The nationally distributed **Annenberg/CPB Channel** features renowned Annenberg/CPB educational series in all areas of the high school and college curriculum, professional development programming for educators, and workshops through which K-12 teachers can earn graduate credit [note: be sure to include in this list only the items the local service is making available]. The Channel Web site can be found at **www.learner.org**. Available free nationwide, the Channel has no commercial advertising, and is produced by Annenberg/CPB with the Harvard-Smithsonian Center for Astrophysics.

“We’re pleased to be able to link up with this free educational service,” said [personal name + title of spokesperson for local service + name of local service]. “This is a great opportunity to show viewers in [name of local city] what we can do for them thanks to these new technologies. We’re especially glad to be able to increase educational programming at no charge, and at such a high level of quality.”

**Annenberg/CPB**, a partnership between the Annenberg Foundation and the Corporation for Public Broadcasting, uses media and telecommunications to advance excellent teaching in American schools. Annenberg/CPB funds educational series and teacher professional development workshops for the **Annenberg/CPB Channel**. The Channel is distributed free by satellite to schools and to other educational and community organizations nationwide.

The notable series, workshops and activities of Annenberg/CPB include *A Biography of America*, *Destinos*, *French in Action*, *Journey North*, *The Mechanical Universe*, *The Private Universe Project*, the *Teaching Math Libraries*, and *The Western Tradition*.

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