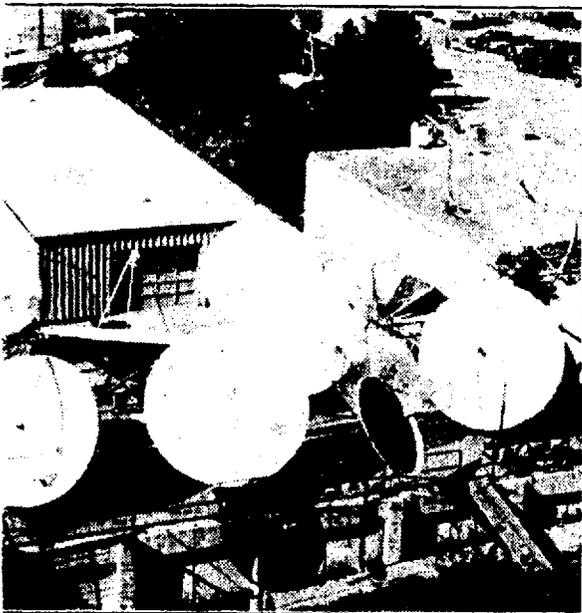


DISTANCE LEARNING

BY KATHLEEN NEWROE

Tuning In To The World's Lessons On Satellite TV



SCOLA's "satellite heaven" at Creighton University includes 24 dishes. The first, homemade from a kit, was installed in 1981.

Visionaries of satellite TV promised universal access to learning. What the technology delivered was more entertainment and sports per hour than you could watch in a lifetime. Kathleen Newroe, a video activist in Santa Fe, New Mexico, winnowed through the cosmic video-fluff to find the original promise kept here and there. Her research developed out of a proposed book called "A Satellite Distant Learning Guide," still in search of a publisher. Write to her at Route 9, Box 52C, Santa Fe, NM 87505. —Kevin Kelly

THE U.S. HAS BECOME a "learning society," with close to 40 percent of the population in some organized learning situation all of the time. Changes in the types of work we do, in the information that is needed to do that work, and in the amount of time and money we have to spend on self-development study have made us a nation of lifelong learners. Increasingly, both self-sought and job-mandated instruction have become available to us outside the traditional classroom. Corporations hold classes for their employees, government agencies present needed information for their personnel and for the public, universities keep their graduates certified with continuing-education credits, voluntary organizations keep members up to date and involved through ongoing interactive instructional programming. More and more, this programming is being offered through the skies by satellite television signal to homes and work sites, to traditional school buildings and to regional conference centers. Some courses are designed to tie into college degree programs. Accelerated programs in science, math and language are also available to high schools with satellite downlinks. Schools receiving such programs are being dubbed "star schools."

Access to a satellite TV system means access to a selection of more than 100 channels. In recent years, a number of the more popular entertainment channels carrying movies, sports, popular music, news and some special events have been "scrambled," that is, made unavailable to home dish owners without descramblers and current subscriptions. (Subscription channels like American Movie Classics, HBO, ESPN, CNN and many others are available in package deals or by separate subscription.)

There do, however, remain a number of channel choices available to the home-dish viewer who has not installed a descrambler. Luckily for the lifelong learner, those programs offering some of the most intelligent and pleasurable viewing are among the unscrambled.

Following is a selection of the many choices available to you when you're looking for the substantial programming that can easily appear at your doorstep. Both earth and sky addresses are provided for these programmers so that you may help them reach you. Some programmers publish a guide to their offerings. Write or call and ask them for information, as some can be found regularly coming from the same transponder on the same satellite while others contract on a program-by-program basis, so notice about upcoming programming, and where to tune to find it, is essential.

SCOLA
(Satellite Communications
for Learning Worldwide)

The SCOLA project, with reception facilities strategically placed around the world, can pick up about 70 to 80 percent of the global satellite signals. The programs are then retransmitted by satellite from the center of the United States. Countries represented in SCOLA transmissions include the United Kingdom, West Germany, France, Norway, Sweden, India, Italy, Spain, Portugal, Niger, Nigeria, Zaire, Libya, Iran, Israel, Saudi Arabia, Turkey, Sri Lanka, the Soviet Union, Thailand, Indonesia, Malaysia, China, Japan, Argentina, Chile, Colombia, Mexico, Peru, and Venezuela. SCOLA provides language courses to augment the video feeds they retransmit. They are also a good source of information about the programming that is relayed from one part of the world to another across the skies above us. It is possible to pick up the **NHK** (Nippon Hoso Kyokai: Japan Broadcasting Corporation) daily live broadcasts from NHK bureaus in London and New York sometimes on Westar 4, transponder 13, for instance. Also **RAI USA**, America's Italian-language television and radio programs, are sometimes available via Satcom F2, transponder 20. The Spanish-language network, **JNIVISION** on Galaxy 1, transponder 6, has everything from game shows to drama for those wishing to practice hearing, and understanding, that language.

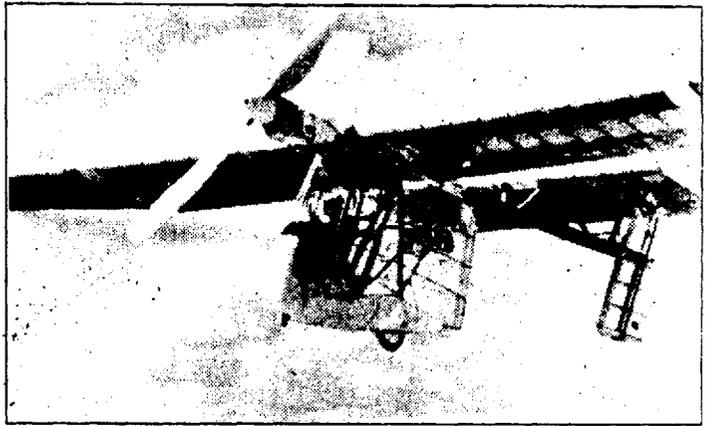
SCOLA:

2500 California Street, Omaha,
NE 68178-0778; 402/280-4063.
Telstar 302, transponder 24.

TDC/The Discovery Channel

Calling their offerings "documentary television," TDC is rich in travel excursion series like "Rendezvous," "Festival," "World Showcase," and "America Coast to Coast." Primers in history are "The Race to Space," "The World in Conflict," and "An American Al-

"Search For Adventure," TDC's 14-part series, profiles men and women looking for the ultimate challenge.



bum." TDC features portraits in sports and recreation in "The Adventurers," "The Sporting Life," and "Challenge." Colorful programs on science and environment are in "The Natural World," "Global Village," and "Secrets of Nature." TDC publishes a glossy monthly magazine listing the individual programs within these series.

TDC/The Discovery Channel:

Cable Educational Network, Inc.,
8201 Corporate Dr./Suite 1260,
Landover, MD 20785; 914/621-1101.
Galaxy 1, transponder 22.

**EENET (Emergency
Education Network)**

EENET offers conferences and courses for emergency-response education. There are training programs for law enforcement agencies, firefighters, nuclear power plant employees, heavy industry, hospital staffs, airport personnel, and private relief agencies. Program

examples: "Handling the Radiation Accident Victim in the Hospital Emergency Department," "The National Flood Insurance Program Today," and "Partnership Against Fire."

EENET:

Federal Emergency Management
Agency/National Emergency Training
Center, Emmitsburg, MD 21727;
301/447-1068. Spacenet 1, trans-
ponder 4, channel 7.

C-SPAN and C-SPAN II

C-SPAN was created in 1979 by the cable television industry to provide live coverage of the U.S. House of Representatives. In 1986, C-SPAN II began coverage of the Senate. C-SPAN also provides access to other public-affairs events such as congressional hearings and National Press Club meetings, and has special programs focusing on the media and on the court system. "C-SPAN Update" is a weekly tabloid for view-



"Hazardous Materials Response," a 16-hour course for first responders (local fire departments, police, emergency medical personnel) is videotaped at the EENET studio.

ers. C-SPAN works with schools in educational applications of its programming.

C-SPAN/C-SPAN II:

The Cable Satellite Public Affairs Network, Suite 412, 444 North Capitol St. NW, Washington, DC 20001; 202/737-3220. C-SPAN: Galaxy III, transponder 24. C-SPAN II: Galaxy III, transponder 14.

Silent Network

The Silent Network is one of a kind in the world, producing TV programs for the deaf and hearing-impaired using sign language, open captions and voice. Examples of programs: "Festival," a celebration of the visual arts; "Say It With Sign," a language and lifestyle program; "Musign," a theatre company combining sign language, mime, dance and theatrical interpretation.

Silent Network Satellite Service:

P. O. Box 1902, Beverly Hills, CA 90213; 213/464-7446. SATCOM F4, transponder 23; Saturdays 9:30-11:30 A.M. (ET).



"Festival" — Silent Network's weekly children's series is presented in sign language, normal sound and open captions.

Lifetime (scrambled)

Lifetime is dedicated to providing contemporary, innovative entertainment and information programming of particular interest to women. Lifetime also provides professional



Charlene Prickett hosts Lifetime's Monday-through-Friday physical fitness show "It Figures."

medical information. During the day Lifetime offers information and advice programs such as "What Every Baby Knows" with Dr. T. Berry Brazelton, "Mother's Day," and an exercise show called "It Figures." Dr. Ruth Westheimer, the sex therapist, has a show on Friday and Saturday nights. All day Sunday, Lifetime provides medical television programming for physicians and other medical professionals. "Doctors' Sunrise" also airs early morning Monday through Saturday.

Lifetime (scrambled):

Hearst/ABC-Viacom Entertainment Series, 1211 Avenue of the Americas, New York, NY 10036; 212/719-7230. Satcom F3, transponder 17 (East); Galaxy 3, transponder 20 (West).

NTU

NTU has over 341 credit courses from 21 participating universities; also short courses, workshops, seminars. It is teamed up with the Association for Media-based Continuing Education for Engineers (AM-CEE). It is possible to obtain a master's degree through NTU in computer, electrical, and manufacturing systems engineering, computer science and engineering management. A catalog of the academic programs is available.

NTU (National Technological University):

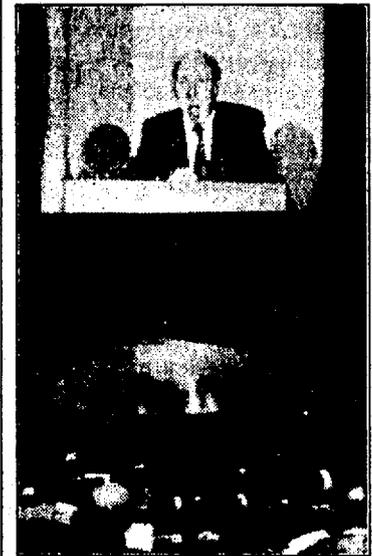
P. O. Box 700, Fort Collins, CO 80522; 303/484-6050. Ku-band: GSTAR I, transponder 17.

NUTN

Serving as "an interface between the academic and business worlds," NUTN offers interactive teleconferences providing training and information. "Interactive" means the audience is watching the conference in "real" or contemporaneous time, thereby able to call questions in even as the lecture or panel discussion proceeds. NUTN is a consortium of over 250 institutions of higher education united to develop a telecommunications system for higher education. Conference examples: "Hazardous Waste Management," "Enterprise Skills for a Changing World," "Drug Use and Misuse in the Elderly," "National AIDS Forum."

NUTN (National University Teleconference Network):

332 Student Union, Oklahoma State University, Stillwater, OK 74078-0653; 405/624-5191. Satellite and transponder vary.



Live interaction between NUTN's conference site in Stillwater, OK and NASA officials in Washington, DC.

PBS

The granddaddy of satellite-relayed as well as educational programming, PBS now sends both scrambled and nonscrambled programming across the country. Supported by a 50/50 partnership of government and pri-

vate sponsors, PBS delivers about two-thirds national programming and one-third regionally or locally obtained programming. PBS excels in the arts, as does **Bravo** (Satcom F4, 2) which frequently presents opera and stage drama. **A & E, the Arts and Entertainment Channel** (Galaxy 1, 12) has programming in theater, symphony and seasonal arts specials from the U.S., Canada and Great Britain.

PBS (The Public Broadcasting Network):

1320 Braddock Place, Alexandria, VA 22314-1698; 703/739-5000. Westar 4, transponder 17.



PBS's "Dance in America" features the Alvin Ailey American Dance Theater with Deborah Manning, April Berry and Patricia Dingle.

TLC

TLC offers a wide variety of educational courses, both formal and informal. There are programs on business, hobbies, career, personal enrichment and how-to. Programs such as the PSAT/SAT/ACT Exam Review Series are especially for junior- and senior-high-school students. In-service programs, business and career development and continuing education for adults at all levels ranging from a GED Series to for-credit courses in science, math and the humanities are also available. Enrollment information and assistance with using the telecourses in a credit or continuing-education program is available by request. TLC is also to be commended for its showcase series, "The Independents," which features

works of independent film and video producers. Recent series themes in "The Independents" included "Likely Stories" and "Spirit of Place."

TLC (The Learning Channel):

1525 Wilson Blvd./Suite 550, Rosslyn, VA 22209; 703/276-0881. Satcom F3, transponder 2.

AGRI-SAT

The rural connection for the approximately 213,000 farmers and ranchers who own satellite TV systems, AGRI-SAT provides market information, an agribusiness database and programming of an instructional nature. Examples of AGRI-SAT's seminars include "Catering Pecans," "Determining Markets within 30 miles," "Ginseng," and "Moonlighting with Computers." AGRI-SAT also sends out the Superior Livestock Cattle Auctions and the Satellite Cattle Exchange Auctions from different satellite positions other times in the week. Programs from the Wisconsin University Extension Service are also available through AGRI-SAT.

Other universities offering programming via satellite include **CSU-Chico** and **Stanford** in California, **Boise State University** in Idaho, **The University of New Mexico** (offering a continuing legal-education program and a bachelor's-level nursing program), **Oregon's State System of Higher Education**, **Iowa State University**, **Eastern Washington University** and San Antonio, Texas' **TI-IN**, distributing advanced high-school classwork. **Amherst, Boston University** and **South Carolina** also have ed-

ucational satellite networks. Check with your favorite university. It's possible their educational programs are making giant leaps beyond the ivy-covered walls.

AGRI-SAT

(The Agriculture Information Satellite Network):

P. O. Box 314, Belmont, WI 53510; 608/762-5327. Westar 5, transponder 3. Sundays 7 P.M. (CT).

The Travel Channel

The Travel Channel gets you there. Examples of recent programs are "Latin America/Geoision," "Hawaii," "Travellin' Gourmet," "Bahamas Diving," "Out of Town . . . On Business," "Looking East," and "World of Travel Bargains."

The Travel Channel:

605 Third Ave., New York, NY 10158. Satcom F3, transponder 16.

BizNet

BizNet programs "Nation's Business Today" for **ESPN**, and "It's Your Business" and "Ask Washington" for **The Learning Channel**. It also produces and hosts live, face-to-face international videoconferences linking government and business leaders around the world. Past events included "Dialogue on Korea-U.S. Trade" and "Dialogue on Japan-U.S. Trade."

Biznet

(U.S. Chamber of Commerce):

1615 H St. NW, Washington, DC 20062; 202/463-5858. Westar 5, transponder 5.

ALL OF THE ABOVE (with the one exception of the scrambled "Lifetime") are there, free, for the finding. If you want to participate in a class or teleconference to receive continuing-education credits, certification or credits toward a degree, however, it is necessary to register for a class and, in most cases, to pay a fee.

The educational programmers listed above are interested in interesting you in their programming. Call or write them and ask if they have a free schedule of programming, or mention a specific subject in which you are interested and ask what programming may be upcoming of special note to you.

The nonscrambled universe awaits your turning on, tuning in, and finding out. ■

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