

1/2000 From: Channel One Network, 212-508-6803
7:55 To: Mr. Joe Howell, Pelahatchie High School

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To: Channel One School Principals
Please Read Immediately - Important Information Regarding
Your Channel One Service

April 10, 2000

Dear Principal:

As you may be aware, Senator Richard Shelby (R-AL) is seeking to pass legislation next week that would remove your school's discretion in forming public-private partnerships, including your partnership with Channel One. Anti-business and anti-technology groups have campaigned hard for months with policymakers on this issue. Because educators have rejected their anti-education agenda, they are now trying to get Washington to take decision-making power out of the hands of educators.

We understand that next week Senator Shelby will introduce an amendment to the Elementary and Secondary Education Act that will directly impact your ability to enter into partnerships that develop educational products for students - including your partnership with Channel One.

We need your help right now. Extremely sophisticated and well-funded political groups are lobbying Senator Shelby, arguing very directly that principals and educators are incapable of making decisions. Knowing that only students and educators actually see Channel One, they have distorted Channel One in myriad ways -- even claiming that we use your classroom time to review R-rated movies and that we promote tolerance for substance abuse. They have attacked our partners and supporters, including Mothers Against Drunk Driving, and the Partnership for a Drug-Free America. Don't let your elected officials be misled by these distortions. You know how responsible our programming is. You know why these groups and so many others support Channel One. The use of Channel One is a decision for schools and teachers - not Washington!

But, if you do not speak out, these distortions will go unanswered. Please fax, call or e-mail your Senator today and tell him or her about your school's positive experience with Channel One - and to vote against the Shelby amendment. Your Senators care about your opinions. Your letters and phone calls will make a real difference.

For your convenience we have attached contact information for your Senator. We would also appreciate receiving copies of any correspondence you have with your Senator. Our fax number is 212-508-6803 and my email address is pfolkamer@channelone.com.

Thank you for your time and attention in this important matter.

Yours truly,

Paul D. Folkemer Ed. D.
Executive Vice President for Education