

Frequently Asked Questions

Q: What is Channel One News InterActiv, Powered by Promethean?

A: Channel One News InterActiv is a product and service offering that is a complete solution, combining Channel One News award winning daily broadcasts with Promethean’s interactive technology, delivered in a powerful, engaging, interactive platform. The daily news broadcast will run on any interactive whiteboard; however, Promethean Learner Response Systems and ActivInspire resources are exclusive to the Channel One News InterActiv offering.

Q: Which Promethean products integrate with the Channel One News InterActiv offering?

A: Promethean ActivBoards and Learner Response Systems.

Q: What will teachers and students gain with Channel One News InterActiv?

A: For Teachers:

Powerful Professional Development: Best practices use of interactive learning technology is modeled during the daily broadcast. After the broadcast teachers can build their technology integration skills with online professional development that relates to the skills and strategies used in that day’s program. Each day at least one new skill is introduced, allowing teachers to scaffold their learning.

Teacher effectiveness videos provide strategies for things such as: Promoting Higher Order Thinking, Personalizing Learning and Strategies for English Language Learners. Available anytime, anywhere, tailored to the teacher’s experience level, these resources are delivered in “bite-size chunks”, providing teachers convenient, continuous improvement.

Time Saving Resource Repository: A rich repository of high-quality supplemental interactive instructional materials related to the daily broadcasts makes it easy for teachers to extend the learning. Created new every day, these resources help students connect what is happening in the real world to what they are learning in school. Materials can be used as is, or tailored to specific needs. Searchable by subject, keyword or standard, this interactive digital content is designed to engage students while reducing teacher prep time

For Students:

InterActiv News Designed for Students: Each day, Channel One News, the leading news network for middle and high school students, in partnership with CBS, delivers a short, interactive news broadcast designed specifically for students. Channel One’s award-winning broadcasts can engage students in direct participation with the news the news program via interactive whiteboards and Promethean’s learner response systems.

Increased Global Awareness: Students can connect with the world – and connect the world to their studies – through interactive engagement with curricular content shaped by daily issues and events.



Q: What grade levels will be served with this product offering?

A: Channel One News InterActiv is intended for middle and high school students (grades 6-12); Channel One News InterActiv Jr. is designed for grades 3-5.

Q. How long is a show?

A: Channel One News InterActiv is a 10-12 minute broadcast.
Channel One News InterActiv Jr. is a 5-7 minute broadcast

Q: What are the required components?

A: Channel One InterActiv Headend: Each school needs at least one Channel One InterActiv Headend. If two types of broadcasts are played at a single school (i.e., a K-8 school would have two broadcast types, one for grades 3-5 and another for grades 6-8) then two headends would be required. One is needed for each broadcast type.

- **Windows Based Classroom Computer** (MACs will be supported by Fall of 2012).
- **InterActiv Player:** This software acts as an interface between the Channel One InterActiv Headend and the ActivBoard.
- **Either an ActivBoard or an ActivHub**
- **Some type of sound system.**
- **Internet Access**

Q: What are the optional components?

A: Promethean Learner Response Systems: Greatly enhance the Channel One News InterActiv classroom experience by giving each student a voice by providing them a way to interact directly with the broadcast and receive immediate feedback.

Q: When will this new product and service offering be available?

A: Channel One News InterActiv is scheduled for General Availability on October 31, 2011.

Q: How will it be priced, and where do customers buy it?

A: Two procurement methods are available:

1. **Simultaneous Playback:** A free service where the Channel One News broadcast is played at the same time everyday, usually during homeroom. The free service includes 2 minutes of advertising. This option is only available for Channel One News InterActiv (grades 6-12)
2. **On Demand:** A fee-based annual classroom subscription. The daily broadcast is available on demand, and does not include advertising.

Both options incorporate high quality interactive digital instructional material and embedded professional development.

Q: Who are the advertising sponsors with the free, simultaneous playback option?

A: Channel One News is very restrictive in their selection of sponsors, following strict guidelines and maintaining clear distinctions between editorial and sponsored content.

Recent product categories include:

- Apparel
- Entertainment
- Foundations
- Government (anti-drug and military recruitment)
- Health/Beauty
- Retail
- Video Games / Electronics

Q: If I'm a Channel One customer, what does this mean to me? Will it work with my current service, if I purchase Promethean technology or have an interactive whiteboard in my classroom?

A: These are two separate services that use different types of technology. The new Channel One News InterActiv service takes the broadcast to a new level by engaging students through the use of an interactive whiteboard and Promethean student response systems. The new offering also provides a suite of professional development and curriculum resources.

Q: Will this product be available anywhere, or only in the U.S.?

A: Channel One News InterActiv, Powered by Promethean, is only available in the United States at this time.

Q: How does it work? How do I get this in my classroom, school, and district?

A: Channel One News InterActiv Headend will be installed at the school and will deliver interactive video content to the classroom. A teacher computer, interactive whiteboard, and Promethean student response system enable teachers to fully take advantage of the Channel One News InterActiv service.

Q: How is Channel One News programs delivered?

A: Satellite: For the non-InterActiv service, video content is transmitted via satellite each evening. The Channel One system was designed to automatically receive video using our digital Headend unit with a digital video recorder (DVR).

IP: The new InterActiv program uses I.P. delivery to a dedicated Channel One InterActiv Headend.

Q: How do schools fit the news show into their day?

A: Simultaneous Playback: Most schools show Channel One News to all students at once during homeroom or another class period. Many teachers use it as a mental warm-up for their students.

On Demand: The On Demand service provides teachers with complete flexibility on when and how to use the service.

Q: What happens if questions arise or something needs repair?

A: Customers call the designated 800# for customer support.

Q: How is Channel One News InterActiv service installed at a school?

A: The Channel One News InterActiv components will be installed by a Promethean Certified Installer.

Q: What evidence documents the effectiveness of this solution in the classroom?

A: Independent research conducted (2008-2010) by Dr. Robert Marzano, a leading educational researcher, confirms that effective teaching practices combined with Promethean interactive classroom technologies significantly boost student academic performance by an average 16 percentile points: Research Findings: <http://www.prometheanworld.com/server.php?show=nav.19203>.

Q: How/where do schools buy Promethean products?

A: Promethean products are available worldwide through authorized Promethean reseller partners and distributors. How to Buy Map: <http://www.prometheanworld.com/server.php?show=nav.30>