

**TV ONE LAUNCHING STEM INITIATIVE TO SUPPORT EDUCATION OF MIDDLE SCHOOLERS**

**NETWORK UNDERWRITING DEVELOPMENT OF CURRICULUM FOR NATIONAL EFFORT**

***TV Production Studies Aimed at Helping Students Learn Related Skills, Prepare for Job Market***

***Network Partnering with Porter Educational Productions to Develop Program***

**SILVER SPRING, MD, June 11, 2013 ̶** TV One, undertaking its most far-reaching public affairs effort to date, is launching "Lights, Camera, AcSTEM!", a STEM (Science, Technology, Engineering and Math) initiative to provide educational support for middle schoolers across the country. The STEM program, which will utilize original network programming as part of the curriculum, will first be offered to teachers of sixth, seventh and eighth grade classes beginning in September of this year. The announcement was made today by TV One’s Executive Vice President of Affiliate Sales and Marketing, Michelle L. Rice.

“TV One, since its launch nearly a decade ago, has not only looked to entertain its national viewing audience but to inform and educate the Black community with its programming,” remarked Rice. “The launch of this new STEM initiative allows us to further our mandate by using our knowledge of the TV industry and our programming to creatively engage America’s youth and stimulate their minds regarding the disciplines of science, technology, engineering, and mathematics while giving them a taste of what a career in the business might be like.”

The TV One STEM program will be split up into four separate lessons: *Anatomy of a Television Production*, *Pre-Production*, *Production* and *Post-Production*. Each lesson will present students with authentic tasks that television industry professionals face. The curriculum will also include instructional and informative interviews with production executives from TV One and those who work on its scripted original comedy series *Belle's*. The program integrates the STEM objectives into an advanced but flexible curriculum aimed at middle school-aged kids in sixth, seventh and eighth grades.

The STEM curriculum will be available at [www.tvone.tv](http://www.tvone.tv) and at Cable in the Classroom’s website: [www.ciconline.org](http://www.ciconline.org).

Noted Helen Dimsdale, Deputy Executive Director, Cable in the Classroom / National Cable & Telecommunications Association, “TV One’s STEM initiative is a creative way to introduce young people to careers in these exciting fields and spark students’ interest in STEM education, especially during the middle school years. We are delighted to help roll out this curriculum to students and teachers across the country. It’s another great example of quality programs and resources provided by a cable network in partnership with Cable in the Classroom.”

**Porter Educational Productions**

Robin Porter the founder of Porter Educational Productions is widely recognized for truly revolutionizing the way in which students learn with her emphasis on “kid-friendly” teaching and motto of “never bore” the students. Since 1999, Porter Education Productions has developed kid-friendly print and web-based products and programs. Many well-known companies such as the Disney Channel and the NBA worked with the company to create fun learning tools. Robin was also awarded the Association of Education Publisher’s Top Children’s Website award for her work on the Weather Channel’s *Severe Weather Challenge*.

**The U.S. STEM Education Model**

This model is a system dynamics model meant to help increase the number of students who pursue majors and careers in the fields of **s**cience, **t**echnology, **e**ngineering, and **m**athematics. The STEM model allows the public to simulate various scenarios to determine how they can increase the number of STEM students by using census data and standardized test scores to track students throughout their education. There are many factors that affect the number of students who choose a STEM career (such as how various policy changes affect the number of STEM students); this model tries to find these factors in order to help determine the behavior of the system.

**ABOUT TV ONE:**

Launched in January 2004, TV One ([www.tvone.tv](http://www.tvone.tv/)) serves more than 57.3 million households, offering a broad range of real-life and entertainment-focused original programming, classic series, movies, and music designed to entertain, inform and inspire a diverse audience of adult Black viewers.  In December 2008, the company launched TV One High Def, which now serves 14 million households. TV One is owned by Radio One [NASDAQ: ROIA and ROIAK; [www.radio-one.com](http://www.radio-one.com/)], the largest radio company that primarily targets Black and urban listeners; and Comcast Corporation [NASDAQ: CMCSA, CMCSK; [www.comcast.com](http://www.comcast.com/)], one of the nation's leading providers of entertainment, information and communications products and services.

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