

TO: CPB/ASC Council  
FROM: R.W. Fleming *RWF*  
SUBJECT: ATTACHED DOCUMENTS/COUNCIL MEETING SCHEDULE FOR 1982  
DATE: September 23, 1981

Attached, for your information, is a copy of the first Director's Report on the CPB/ASC Project sent to the CPB Board of Directors on September 4, 1981, as well as the final versions of the Funding Announcement, Proposal Application Format/Guidelines and press release which were widely mailed today.

Also attached are copies of CPB Expense forms, upon which to record any expenses you incurred attending our last meeting.

My office will be contacting yours to confirm the following 1982 Council meeting dates:

Friday, January 29, 1982

Friday, April 30, 1982

Tuesday, July 27, 1982

RWF:cb  
Attachments



Corporation for Public Broadcasting

Robben W. Fleming  
President

TO: CPB Board  
FROM: R.W. Fleming *R.W. Fleming*  
SUBJECT: Director's Report on the CPB/ASC Project  
DATE: September 4, 1981

Transmitted herewith is the first of the Director's Reports on the CPB/ASC Project.

At the May meeting the CPB Board considered, but did not fully resolve (see Attachment A), whether it wished this report made directly to the Board or to the Board through the Education Committee.

For purposes of this report we have resolved that question by sending the report to all Board members in the regular Board book, but also scheduling it for discussion before the Education Committee. Also, I will be prepared to answer any questions which you may have in the Board meeting should you wish to pursue the matter further.

RWF  
Attachments

Robben W. Fleming  
President

TO: CPB Board  
FROM: R.W. Fleming  
SUBJECT: Director's Report on the CPB/ASC Project  
DATE: September 4, 1981

This is the first of four reports called for by the CPB Board dealing with the status of the CPB/ASC Project. It is divided into three parts. The first deals with current status; the second with steps which remain to be taken; and the final portion provides some financial information.

#### Current Status

The time period which has elapsed since The Annenberg School of Communications's grant was received on February 26 has been absorbed in three kinds of activities. The first is staff work, both in connection with the first Council meeting, held on May 18, 1981, and the efforts which flowed from that meeting; a second relates to activities required in connection with setting up the Project; and the third deals with visitations to institutions, conversations with individuals at academic institutions, and other general public contact work in connection with the Project. The number of speeches, and appearances at broadcasting and academic gatherings is growing all the time and may become a problem in terms of time.

The first meeting of the Council on May 18 was devoted largely to discussing general procedures, considering the question of naming two additional public representatives to the Council (This was put over to the September 18 meeting), and talking about the nature of the initial announcement and invitation for proposal submission. It was agreed that members presently serving on the Council would continue until the end of calendar 1981, and that thereafter, members would be appointed to two-year terms arranged (initially) so that the expirations of the terms would be staggered. Each organization is to determine which of its two members receives which term.

Since the first Council meeting, a great deal of time has been devoted to the preparation of the announcement of the program and the invitation to submit proposals, and other accompanying materials.

Procedures for the operation of the Council have been prepared by the General Counsel's office with the advice of the outside counsel who worked with us in obtaining IRS approval of the original grant. They will be submitted to the Council on September 18, 1981, and have been found by the General Counsel to be consistent with CPB's overall responsibility under the CPB/ASC contract.

The proposed announcement and invitation to submit proposals have gone through many drafts, been discussed individually with the Council members, and checked with various outside consultants with experience in both the academic and grant-making worlds. If acted upon by the Council on September 18, they are ready for widespread distribution. Under the terms of these documents, proposals will be solicited for first round submission by November 2, 1981, with a second round submission date of April 5, 1982. These proposals will be screened preliminarily by the CPB/ASC staff, then referred to outsiders for external review, then examined by the Director for a decision as to which proposals will be recommended, and then sent to the Council for approval or disapproval at its January 1982 meeting. Copies of the announcement and the invitation to submit proposals will be furnished to the CPB Board members once they have been finalized.

In the course of preparing the above material, we commissioned outside experts to explore such subjects as:

- o The history of the Project. This was deemed desirable for archival purposes, has been praised by members of the Task Force which did the preliminary work, and is available to any CPB Board member who would like to have a copy. We have not thought of it as a public document which would be published.
- o How colleges and universities make curriculum decisions and what changes in curricula patterns might be expected in the next 5 to 10 years.
- o Alternative means for securing academic input and support for the Project.
- o A study of the academic circumstances and characteristics of those adults who are expected to be the primary target audiences for the telecourses.
- o How some established foundations and others handle requesting proposals and the receipt thereof.

Along with these specialized efforts, internal papers were prepared on the organizational structure of the CPB/ASC Project within CPB and reported through the Education Committee to the Board; and, regular meetings of Project staff with Executive Management, resulted in an internal paper showing how the Project related to various administrative entities within CPB. This has solidified the relationship of the Project to the regular CPB structure. These regular meetings will be continued to assure efficient administration of the grant.

Finally, we have contacted, through visits, telephone conversations, correspondence, and meetings people representing the following types of organizations:

- o High quality, prestigious institutions.
- o Two-year colleges which are active in producing and using telecourses.
- o Land-grant colleges and universities which have strong correspondence study programs and telecommunications departments.
- o Comprehensive four-year state institutions.
- o Black colleges and universities.
- o Urban community colleges.
- o National higher education associations centered in Washington.
- o Public broadcasting organizations
- o State higher education administrators and state school administrators.
- o Other funding agencies or institutions.

We have recieved approximately 80 unsolicited proposals or ideas for proposals, 459 requests for proposal guidelines, and 116 requests for information about employment with the Project.

#### Next Steps

Immediately after the release of the announcement and invitation to submit proposals, which will be made within about ten days after the September 18 meeting, we will turn our attention to refining the Academic Advisory Committee structure and the external review system. Both are called for by the CPB/ASC contract. The former is envisioned as a distinguished group of individuals knowledgeable in both undergraduate subject matter and media technology. It will be useful in helping us to

relate to the academic and media worlds, to refine our curricula expectations, and to assess many of the complex problems which are bound to arise as we attempt to carry out this novel project.

For external review of individual proposals, we envision a system much like the one used at CPB by the Program Fund and Educational Activities. It will have a shifting membership in order to give it both diversity and expertise in many different areas. We see this external review system as giving us a broader perspective, assuring us of greater confidence on the part of the academic world, and tempering our own judgment on proposals. It should also give us valuable protection against charges or appearance of favoritism. The Academic Advisory Committee and the external review system should be in place by the time proposals are received.

Our procedures, as presently outlined, call for a grant round twice a year, in January and July. We may decide to change that timing later, but it is advisable to adhere to it through at least the first two rounds in order to get the Project moving. Council meetings are scheduled for January, April, July and September in 1982.

Considerable care is being taken in working out procedures to acknowledge all proposals and to treat those who submit proposals, even those that end up being rejected, with courtesy and consideration. In this effort we have benefitted from the experience and advice of the Program Fund and of Educational Activities and other funding organizations.

Another subject which will receive attention in the next three months is the one of how best to conduct the research effort which we are bound by contract to conduct in connection with projects which we fund. There are two separate problems, one having to do with the level of research which accompanies the funded projects, and the other, summative in nature, which attempts to assess the overall impact of the Project and its funded projects. Complex issues of "inside" versus "outside" research activities are involved and must be thought out carefully.

In terms of workload during the period after the invitation to submit proposals is issued and the due date for return of such proposals, we anticipate a heavy burden of telephone calls in which those who are interested will want to raise a host of questions about the eligibility of various kinds of projects under our solicitation criteria and application format.

#### Financial Report

The attached financial report (Attachment B) shows the status of the income received from the ASC grant, the categories of expenses incurred in 1981, and the balance of funds now available.

### Conclusion

An enormous amount of preparatory work has gone on since the Annenberg grant was received. Through the first two rounds, at least, it is likely that we will learn a great deal and be able thereafter to refine our procedures and better pinpoint our objectives. To do so too early might stifle projects which we would like to encourage; to do so too late could allow the Project to drift. We believe that the first year of the program should remain a little loose until we have a chance to learn more about the nature of the response that we may expect from the academic and media worlds and to refine ways of operation. We plan to gather reactions to the first round, review progress, and re-examine our approach in April.

If there are questions which you have after reading this report, we will, of course, be glad to answer them. Director's reports are scheduled for your January, May, July and September meetings in 1982.

You will find attached hereto a list of the present members of the Council. (Attachment C).

RESOLUTION  
EXECUTIVE SESSION  
THE BOARD OF DIRECTORS  
THE CORPORATION FOR PUBLIC BROADCASTING  
SAN DIEGO, CALIFORNIA  
JANUARY 22, 1981

Unanimously.

RESOLVED,

that the CPB Board of Directors approves the report of the CPB/ASC Joint Task Force, subject to the provisions set forth, and authorizes its Management to negotiate an agreement consistent with the following terms:

1. The Board reaffirms its fiduciary responsibility for the administration of this Project.
2. The Board agrees that, consistent with its fiduciary responsibilities, it will not involve itself in individual program decisions of day-to-day operation of the Project.
3. The Director of the Project shall report quarterly to the CPB Board or its appropriate Committee.
4. The Project shall be subject to the normal administrative procedures and controls of the Corporation.

CPB/ASC PROJECT  
FINANCIAL STATUS REPORT - FY 1981

AS OF  
7/31/81

REVENUE:

|                     |  |                |
|---------------------|--|----------------|
| FY 1980 Unobligated |  | \$ 296,805     |
| FY 1981 Grants      |  | 7,200,000      |
| FY 1981 Interest    |  | <u>237,471</u> |
| Total               |  | \$7,734,276    |

EXPENSES:

## Administration

|                   |  |               |
|-------------------|--|---------------|
| Staff and Support |  | \$ 126,044    |
| Council           |  | <u>15,189</u> |

|          |  |            |
|----------|--|------------|
| Subtotal |  | \$ 141,233 |
|----------|--|------------|

|                     |  |                   |
|---------------------|--|-------------------|
| Research & Planning |  | <u>\$ 256,296</u> |
|---------------------|--|-------------------|

|       |  |             |
|-------|--|-------------|
| Total |  | \$ 397,529* |
|-------|--|-------------|

\* Includes expenses incurred during six month planning period

CPB/ASC Project Council

Mrs. Diana Lady Dougan  
CPB Board of Directors

Dean George Gerbner  
The Annenberg School of Communications  
University of Pennsylvania

Mrs. Lillie E. Herndon  
CPB Board of Directors

Mr. Al Hulsen  
General Manager, KQED-FM

Newton N. Minow, Esq.

Mr. Maurice B. Mitchell  
NPR Board of Directors

Mr. Merrill Panitt  
Editorial Director  
TV Guide

Dr. John W. Ryan  
President  
Indiana University  
PBS Board of Directors

# news release



Corporate Communications • S. L. Harrison, Director

FOR MORE INFORMATION  
CALL: Tom Otwell

FOR IMMEDIATE RELEASE

## CPB/ANNENBERG PROJECT ANNOUNCES PROCEDURES AND CRITERIA FOR SUBMITTING PROPOSALS

Washington, D.C., September 22 -- The Corporation for Public Broadcasting/The Annenberg School of Communications Project (CPB/ASC Project) today announced details about the Project's goals and the criteria and procedures to be followed by those wishing to submit proposals.

Last February, CPB and the Annenberg School announced that the School would grant \$150 million over a 15-year period to the Corporation to establish and administer a project to provide institutions of higher learning with a significant new resource of educational programming and to explore new ways to advance higher education through telecommunications.

The CPB/ASC Council expects to review and act on proposals at its January and July 1982 meetings and will allocate approximately \$5 million at each meeting.

For consideration, proposals must use a standard application format and guidelines available from CPB and must be received by CPB not later than November 2, 1981, for the January round and April 5, 1982, for the July round.

The Project will not itself produce courses or materials nor will it offer any credit toward a degree. Rather, it will fund

or help fund the development of high-quality college-level materials that would be used by existing institutions of higher education generally but not exclusively for baccalaureate degree credit. The Project also will fund or help fund projects that demonstrate the use of telecommunications systems for addressing unique higher education problems.

The Project is targeted at those persons who have demonstrated an interest in college-level education but because of lack of time, financial or instructional resources or for other reasons are unable to pursue it.

External reviewers, appointed by the director of the Project, will evaluate each proposal to determine the extent to which it addresses Project criteria, and meets administrative concerns such as budget and timetable. The reviewers will identify those proposals of merit and will make recommendations to the Project director who will consider their assessments in deciding which proposals to recommend to the Project Council. A majority vote of the Council and the affirmative vote of the director are required for approval and funding of a proposal.

The Project Council is composed of two representatives each from CPB, the Annenberg School, the Public Broadcasting Service and National Public Radio. Up to two additional public members may be chosen by the Council members at their option.

Requests for the Proposal Application Format/Guidelines or further information should be addressed to the CPB/ASC Project, Corporation for Public Broadcasting, 1111 Sixteenth Street N.W., Washington, D.C. 20036-4875.

# # #

Issued September 22, 1981

Corporation for Public Broadcasting/The Annenberg School of  
Communications Project

Funding Announcement

The Annenberg School of Communications is providing \$10 million per year for 15 years to the Corporation for Public Broadcasting to establish and administer a Project to provide American institutions of higher education with a significant new resource of educational programming and to explore and discover new ways to advance American higher education through telecommunications.

This is the first funding announcement for a project that is scheduled to last for 15 years. It is written to reflect that fact and the intent of the Corporation for Public Broadcasting (CPB) and The Annenberg School of Communications (ASC) in establishing this Project. At this point, the scope of the Project is purposely kept broad to encourage the best and most imaginative proposals.

The goals of the Project are:

1. To create one or more significant collections of new, innovative, high-quality college-level materials. The term "college-level materials" is understood to include telecourses, radio/audio series, television series, print components and computer materials and might consist of sequences of series/courses, a single series/course, or modules to be used within existing courses, or any combination of the above.
2. To demonstrate the use of communications systems for addressing unique higher education problems.

The primary target audiences are those persons who demonstrate an interest in college-level education but because of lack of time, financial or instructional resources or other reasons, are unable to pursue it. Other target audiences might include other significant populations such as traditional college students who might benefit from the materials and demonstrations or those enrolled students who need supportive instruction to succeed in their college-level studies.

The specific mission of the Project will be to provide institutions of higher education with a significant new resource of educational programming and to explore and discover new ways to advance higher education through telecommunications in those areas where the need is demonstrable and where "venture capital" is required. Once the new programs, practices or systems of

### Specific Criteria

In addition to the above requirements and criteria, proposals that address the first goal (i.e., those which are designed to contribute to the collection(s) of high-quality college-level materials) should meet the following specific criteria:

1. Emphasize the educational needs of the target audience(s) by filling gaps not adequately met by existing programs.
2. Provide assurances of national availability of materials developed.
3. Encourage participation in higher education programs and institutions.

Proposals that address the second goal (i.e., those which demonstrate the use of telecommunications systems for addressing unique higher education problems) should meet the requirements and criteria cited above and the following:

1. Emphasize experimental, pilot, demonstration projects rather than more of what is already being done.

Issued September 22, 1981

CPB/ASC Project

Proposal Application Format/Guidelines  
Rounds 1 and 2

Persons submitting proposals are required to follow the proposal narrative format cited below and to submit the following as a complete proposal:

Summary Fact Sheet (copy attached)

Budget Summary Sheet (copy attached)

Proposal Abstract

One page or less describing the main points of the proposal and how it relates to the mission, goal(s) and target audiences of the CPB/ASC Project

Proposal Narrative (as described below)

Should not exceed 25 double-spaced 8 1/2" x 11" pages

Appendices

Detailed Proposal Budget

Other Appendices

Supportive and/or illustrative materials directly related to the proposal may be attached.

The proposal narrative, not to exceed 25 double-spaced (8 1/2" x 11") pages, must contain the following sections, in the order presented.

1. **Description and Justification**  
Describe the materials you propose to create or the experimental or demonstration project you propose to conduct. State clearly what you hope to achieve and how achievement can be measured. State the extent to which such a program or project is needed and how it addresses the mission, goals and target audiences of the CPB/ASC Project. Include a description of what activities (e.g., previous research, curriculum development, meetings of the advisory committee) have been completed to date. Clarity and significance of your justification is more important than the number of examples or sources cited.
  
2. **Content and Format**  
For proposals which involve the development of any college-level materials, describe the length, content and format of the materials. If a series of programs is being proposed, briefly describe each of the programs in the series. Also describe how college educators will be involved throughout the process.  
  
For proposals which deal with telecommunications demonstrations, describe the unique higher education problem being addressed and the impact this project is expected to have on that problem.
  
3. **Advisory Committee**  
It is expected that persons submitting proposals will appoint a project advisory committee. The qualifications and relevant experiences of the individuals proposed for that committee, as well as the functions they serve, will be considered in judging proposals.
  
4. **Rights and Distribution**  
For proposals to develop college-level materials, describe all proposed broadcast and nonbroadcast distribution and anticipated rights arrangements for the distribution. Estimate the anticipated use life (shelf life) of the materials. Include in an appendix copies of any rights arrangements already made or proposed that might affect the availability of the materials.

If you anticipate PBS or NPR release or carriage of products, please contact those organizations for advice

8. **Timeline**  
Include a realistic timeline that reflects the amount of time needed to complete all elements of the proposed project.
9. **Budget (Attach as appendix.)**  
Include a detailed budget that itemizes actual and/or projected costs broken out by major categories (e.g., production, advisors, research, ancillary materials, promotion activities, content or curriculum development). (Please note: the Project will reimburse only direct costs. Some items which are usually included as "indirect costs" may be reimbursed if they are itemized in the detailed budget as line items.) Indicate sources, amounts and conditions of matching funds, if any, both committed and anticipated. Be advised that total project funding must be committed and documented before CPB/ASC Project funds will be released.
10. **Other**  
For experimental or demonstration projects exploring the application of instructional methods, course design and new technologies, designed to demonstrate the use of telecommunications for addressing unique higher education problems, the proposal must include the following additional sections:

- a. **Replicability**

Describe how the project will be replicable. Indicate the extent to which colleges, universities and other institutions are likely to benefit from the project. Explain the cost factors that will facilitate or impede wider adoption of the project.

- b. **Continued Commitment**

If the project is successful and intended to be carried on after termination of CPB/ASC funding, describe provisions for continued funding.

Deadline for Submission of Proposals: All proposals for consideration in January must be delivered by registered, express or certified mail, return receipt requested, or hand-delivered to the CPB/ASC Project, Corporation for Public Broadcasting, by 5:30 P.M. (EST) on November 2, 1981. All proposals for consideration in July must be received by 5:30 P.M. (EST) on April 5, 1982. Except as provided below, CPB will not be responsible for delays in mailing.

- A. Any proposal received after the exact time specified for receipt will not be considered unless:
  - (1) It was sent by registered, express or certified

Originality of Work: In submitting a proposal, proposer represents and warrants that all material contained therein is original; that it does not contravene the rights of any person; that proposer owns, controls or has rights in, or to, the material; and that proposer is competent and free to perform the work described in the proposal. Proposer further acknowledges that other identical, similar or competitive proposals might be received by the CPB/ASC Project and agrees not to assert any claim that CPB, its officers, agents or employees have unlawfully or improperly used the information submitted.

Indemnification: Proposer agrees to indemnify and hold CPB harmless from and against any and all claims, damages, liabilities, cost and expense (including legal fees) arising out of any breach of the above warranty.

Eighteen (18) copies of the complete proposal and ten (10) additional copies of the Summary Fact Sheet, Budget Summary Sheet and Proposal Abstract must be submitted. Proposals and requests for additional information should be addressed to --

CPB/ASC Project  
Corporation for Public Broadcasting  
1111 Sixteenth Street N.W.  
Washington, D.C. 20036

The CPB/ASC Project contemplates the award of Firm, Fixed-Price Contracts to successful proposers. The Project reserves the right to make an award without further discussion on the proposals submitted. Therefore, the proposal should be submitted initially on the most favorable terms from the standpoint of concept, technology and price. Subsequent to receipt of proposals, at the Project's option, discussions may be scheduled with proposers.

CPB/ASC PROJECT  
SUMMARY FACT SHEET

A. TITLE OF PROPOSAL \_\_\_\_\_

B. SUBMITTING AGENCY \_\_\_\_\_  
ADDRESS \_\_\_\_\_

PROJECT DIRECTOR \_\_\_\_\_ TELEPHONE \_\_\_\_\_

CHIEF EXECUTIVE OFFICER: \_\_\_\_\_  
(Typed Name and Signature)

C. PROJECT DESCRIPTION (For materials proposals (goal 1), complete section 1; for demonstration proposals (goal 2), complete section 2; for proposals which deal with both goals, complete both section 1 and 2)

1. Materials Proposals

a. Discipline Area(s) \_\_\_\_\_ Level: Lower Division   /    
 \_\_\_\_\_ Upper Division   /    
 \_\_\_\_\_ Other   /  

b. Number of Programs \_\_\_\_\_ Length of Programs \_\_\_\_\_

c. Ancillary Materials

(Check those which are available or will be produced)

Faculty Materials   /   Administrative Information   /  

Student Materials   /   Other   /  

d. Rights

(Check those which you will provide)

Broadcast for PTV/R   /   Nonbroadcast:

Other Broadcast   /   Cable   /  

Off-Air Record   /   ITFS   /  

and Reuse   /   SCA   /  

Foreign Distribution   /   Other   /  

\_\_\_\_\_ specify

2. Telecommunications Demonstration Proposals

Describe the following in the spaces provided:

a. Unique higher education problem(s) to be addressed

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b. Technology to be used

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c. Number of sites included

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d. Provisions for disposition of Project-funded equipment at end of demonstration

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D. PROJECT SCHEDULE:

PROJECTED START DATE

PROJECTED COMPLETION DATE

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E. Describe how the proposed project addresses the mission and goals of the CPB/ASC Project?

F. How does the proposed project deal with the needs of the primary or other target audiences of the CPB/ASC Project?

G. Describe how the proposed project will innovate or complement but not duplicate what already exists.

CPB/ASC Project  
Application for Project Funds  
Budget Summary Sheet

Submitting Agency: \_\_\_\_\_

Address: \_\_\_\_\_

Project Title: \_\_\_\_\_

| Summary of Cost Estimates* |                                   | Total Cost |
|----------------------------|-----------------------------------|------------|
| I.                         | Personnel                         | \$ _____   |
| II.                        | Talent and Rights                 | _____      |
| III.                       | Advisors                          | _____      |
| IV.                        | Equipment/Facilities              | _____      |
| V.                         | Preproduction                     | _____      |
| VI.                        | Production                        | _____      |
| VII.                       | Ancillary Materials               | _____      |
| VIII.                      | Research/Evaluation               | _____      |
| IX.                        | Promotion/Utilization             | _____      |
| X.                         | Administration                    | _____      |
| XI.                        | Other Expenses**                  | _____      |
|                            | <b>TOTAL COSTS</b>                | \$ _____   |
|                            | Amount of CPB/ASC Funds Requested | \$ _____   |
|                            | Amount of Other Funds             | \$ _____   |

Source(s) of Other Funds\*\*\* \_\_\_\_\_

\* In addition to this budget summary, you must include in an appendix a budget breakdown, by category, of projected costs. Sufficient detail must be included for a comprehensive evaluation.

\*\* Please specify what is included in "Other Expenses."

\*\*\* Be advised that total project funding must be committed and documented before the CPB/ASC Project funds will be released.

Issued September 22, 1981

CPB/ASC Project

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Rounds 1 and 2

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For proposals which deal with telecommunications demonstrations, describe the unique higher education problem being addressed and the impact this project is expected to have on that problem.

3. **Advisory Committee**  
It is expected that persons submitting proposals will appoint a project advisory committee. The qualifications and relevant experiences of the individuals proposed for that committee, as well as the functions they serve, will be considered in judging proposals.

4. **Rights and Distribution**  
For proposals to develop college-level materials, describe all proposed broadcast and nonbroadcast distribution and anticipated rights arrangements for the distribution. Estimate the anticipated use life (shelf life) of the materials. Include in an appendix copies of any rights arrangements already made or proposed that might affect the availability of the materials.

If you anticipate PBS or NPR release or carriage of products, please contact those organizations for advice

8. **Timeline**  
Include a realistic timeline that reflects the amount of time needed to complete all elements of the proposed project.
9. **Budget (Attach as appendix.)**  
Include a detailed budget that itemizes actual and/or projected costs broken out by major categories (e.g., production, advisors, research, ancillary materials, promotion activities, content or curriculum development). (Please note: the Project will reimburse only direct costs. Some items which are usually included as "indirect costs" may be reimbursed if they are itemized in the detailed budget as line items.) Indicate sources, amounts and conditions of matching funds, if any, both committed and anticipated. Be advised that total project funding must be committed and documented before CPB/ASC Project funds will be released.
10. **Other**  
For experimental or demonstration projects exploring the application of instructional methods, course design and new technologies, designed to demonstrate the use of telecommunications for addressing unique higher education problems, the proposal must include the following additional sections:
  - a. **Replicability**  
Describe how the project will be replicable. Indicate the extent to which colleges, universities and other institutions are likely to benefit from the project. Explain the cost factors that will facilitate or impede wider adoption of the project.
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If the project is successful and intended to be carried on after termination of CPB/ASC funding, describe provisions for continued funding.

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Indemnification: Proposer agrees to indemnify and hold CPB harmless from and against any and all claims, damages, liabilities, cost and expense (including legal fees) arising out of any breach of the above warranty.

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CPB/ASC PROJECT  
SUMMARY FACT SHEET

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A. TITLE OF PROPOSAL \_\_\_\_\_

B. SUBMITTING AGENCY \_\_\_\_\_

ADDRESS \_\_\_\_\_

PROJECT DIRECTOR \_\_\_\_\_ TELEPHONE \_\_\_\_\_

CHIEF EXECUTIVE OFFICER: \_\_\_\_\_  
(Typed Name and Signature)

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C. PROJECT DESCRIPTION (For materials proposals (goal 1), complete section 1; for demonstration proposals (goal 2), complete section 2; for proposals which deal with both goals, complete both section 1 and 2)

1. Materials Proposals

a. Discipline Area(s) \_\_\_\_\_ Level: Lower Division   /  /  
 \_\_\_\_\_ Upper Division   /  /  
 \_\_\_\_\_ Other   /  /  
 \_\_\_\_\_

b. Number of Programs \_\_\_\_\_ Length of Programs \_\_\_\_\_

c. Ancillary Materials

(Check those which are available or will be produced)

Faculty Materials   /  /   Administrative Information   /  /  

Student Materials   /  /   Other \_\_\_\_\_   /  /  

d. Rights

(Check those which you will provide)

Broadcast for PTV/R   /  /   Nonbroadcast:

Other Broadcast   /  /   Cable   /  /  

Off-Air Record \_\_\_\_\_ ITFS   /  /  

and Reuse   /  /   SCA   /  /  

Foreign Distribution   /  /   Other   /  /   \_\_\_\_\_

specify

2. Telecommunications Demonstration Proposals

Describe the following in the spaces provided:

- a. Unique higher education problem(s) to be addressed

\_\_\_\_\_

- b. Technology to be used \_\_\_\_\_

\_\_\_\_\_

- c. Number of sites included \_\_\_\_\_

- d. Provisions for disposition of Project-funded equipment at end of demonstration \_\_\_\_\_

\_\_\_\_\_

D. PROJECT SCHEDULE:

PROJECTED START DATE \_\_\_\_\_

PROJECTED COMPLETION DATE \_\_\_\_\_

- E. Describe how the proposed project addresses the mission and goals of the CPB/ASC Project?

- F. How does the proposed project deal with the needs of the primary or other target audiences of the CPB/ASC Project?

- G. Describe how the proposed project will innovate or complement but not duplicate what already exists.

CPB/ASC Project  
Application for Project Funds  
Budget Summary Sheet

Submitting Agency: \_\_\_\_\_

Address: \_\_\_\_\_

Project Title: \_\_\_\_\_

| Summary of Cost Estimates* |                       | Total Cost |
|----------------------------|-----------------------|------------|
| I.                         | Personnel             | \$ _____   |
| II.                        | Talent and Rights     | _____      |
| III.                       | Advisors              | _____      |
| IV.                        | Equipment/Facilities  | _____      |
| V.                         | Preproduction         | _____      |
| VI.                        | Production            | _____      |
| VII.                       | Ancillary Materials   | _____      |
| VIII.                      | Research/Evaluation   | _____      |
| IX.                        | Promotion/Utilization | _____      |
| X.                         | Administration        | _____      |
| XI.                        | Other Expenses**      | _____      |
|                            | <b>TOTAL COSTS</b>    | \$ _____   |

Amount of CPB/ASC Funds Requested \$ \_\_\_\_\_

Amount of Other Funds \$ \_\_\_\_\_

Source(s) of Other Funds\*\*\* \_\_\_\_\_

\* In addition to this budget summary, you must include in an appendix a budget breakdown, by category, of projected costs. Sufficient detail must be included for a comprehensive evaluation.

\*\* Please specify what is included in "Other Expenses."

\*\*\* Be advised that total project funding must be committed and documented before the CPB/ASC Project funds will be released.