

Written Statement of

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Before the

Congressional Forum on Net Neutrality

Hosted by Congresswoman Doris O. Matsui

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Congresswoman Matsui, I appreciate the opportunity to come before you today at this congressional forum on net neutrality. I also appreciate Commissioners Mignon Clyburn and Jessica Rosenworcel for participating in this important forum.

I have been with KVIE—the PBS station in Sacramento—since 2001 and have served as President & General Manager since 2008. KVIE appreciates the opportunity to share our views with this forum on this very important subject. As providers of video content, with an ever growing number of our viewers accessing our content online, it is important to us that those viewers have full, unrestricted access to the wide array of educational content and services that we provide, on whatever platform they wish to receive it.

For more than four decades, public television stations have led the way in harnessing new technologies to deliver innovative educational content. KVIE, PBS and other local public television stations complement on-air broadcast services by making educational and other noncommercial content and services available on IP-based platforms such as KVIE.org, PBS.org and PBSKIDS.org, as well as streaming video services, social media, blogs, and interactive educational video games and mobile apps.

At KVIE, online engagement is a critical and growing part of our public service mission and how we connect with our audience beyond the broadcast. With Facebook pages for KVIE, *Rob on the Road*, *KVIE Arts*, *Studio Sacramento*, and *America's Heartland*, we've earned over 11,200 Likes. More than 5,700 people follow us on Twitter which has grown by 37 percent in the last year. Our website kvie.org grew 14 percent to reach 843,115 total page views.

KVIE is working diligently to keep pace with the Internet ecosystem and our customer online demands. Our online KVIE videos had more than 8.2 million

views through multiple portals—KVIE and PBS websites, YouTube, the PBS app for iPhone and iPad, the AolOn network, and more. Mobile viewing of kvie.org grew from 4 percent to 19 percent in just two years. Audiences nationwide engaged with our local production, America’s Heartland, online. Through the series website and YouTube viewing, we have reached 2,390,313 views, an increase of 7.7 percent from the previous year.

This expanded reach has allowed people throughout the country to connect with KVIE and learn more about the people and issues affecting the Sacramento Valley. No longer do you need to live in our broadcast area to keep up with the latest programming showcasing our great region.

From children to teachers and caregivers, from career training to lifelong learners, education lies at the heart of what we do in public television. Nationwide, stations like KVIE, offer hundreds of local learning initiatives for all stages of life. From the inception of public television we have been committed and rooted in this educational mission and so it is only natural that our online presence is largely focused on our educational impact.

What began with Sesame Street over 45 years ago now encompasses a whole children’s educational line up that has reached over 90 million children and runs from literacy, to STEM to social/emotional education— available anytime, anywhere for every child. What is universally free and available to every household in this nation in broadcast form is now also widely and increasingly available as online videos and as games and mobile apps that enhance the learning experience.

Public Television is America’s largest classroom and we serve as the leading source of digital learning tools for preschool teachers and K-12 classrooms. As

classrooms become more connected, our content becomes an even more valuable teaching tool.

The PBS KIDS website averages more than 11 million unique visitors per month and in 2013, more minutes were spent viewing children's videos on PBSKIDS.org than any other children's site. The collection of more than 35 PBS KIDS mobile apps has been downloaded more than 10 million times. A recent evaluation of PBS KIDS' online destination for elementary school aged children found that the site had positive impacts on children's attitudes about school, improved learning performance, and increased teacher effectiveness.

KVIE is proud to be a local partner of PBS's Learning Media that now provides 1.5 million teachers and 30 million K-12 students (including more than 30,000 home schoolers) with standards-based, curriculum-aligned, interactive digital learning objects drawn from the best of public television programming as well as excellent source material from the Library of Congress, the National Archives, NASA, the National Science Foundation and other leading educational and cultural institutions.

Many stations throughout the country are also utilizing online and mobile tools to take students on unforgettable journeys to places they might not otherwise get a chance to visit. From electronic field trips to State Capitols, Mount Vernon, national parks, Colonial Williamsburg and many other national treasures, students can explore these marvels even if they may never get a chance to see them in person.

Several public television stations are also operating "virtual high schools" that can bring world-class instruction in highly specialized subjects to students in the most

remote schools in the country. These are obviously highly dependent on a robust internet.

Public television's educational impact is not just limited to the classroom. In an effort to boost learning at home – and everywhere – PBS KIDS provides resources for parents, including the PBS Parents Play & Learn app, which provides more than a dozen math and literacy-based games parents can play with their kids.

Additionally, PBS earlier this year launched the free PBS KIDS Super Vision app, a first-of-its-kind tool that parents can access from their mobile phones to see what their kids are watching, playing and learning on PBSKIDS.org, and help them make the most of their children's PBS KIDS screen time.

Public television is also heavily invested in adult education and workforce training, much of which is provided online and through digital learning tools. Public Television is operating one of the largest high school equivalency programs in the country, serving hundreds of thousands of second-chance learners and adult students with preparatory courses conducted online.

Several public television stations are also conducting workforce training programs. For example, one station in Las Vegas has over 5,000 courses, hundreds of which are online and offer job certification and training.

It is also part of our mission as educational broadcasters to ensure that in an era when public distrust of national institutions is at an all-time high, public broadcasters have retained the trust of the American people in the comprehensive, objective and civil coverage of news and public affairs. As such we serve as an essential resources for a well-informed citizenry to make the decisions on which a well-functioning democracy and the world's greatest super-power depends. The

ability of our citizens to connect with this content however they interact with us is critical to that mission.

Local public television stations like KVIE do all this because of our public service mission. We are more than broadcasters. We are here to serve the communities that we are individually licensed to and to address their unique needs and reflect their diversity. We don't do this for ratings or membership pledges. We do this because of our commitment to public service and the communities we serve.

These services are all made possible by the federal investment in public broadcasting which acts as irreplaceable seed money which we multiply six times over with local commitments to bring programs and services to our citizens that meet their unique needs. This is one of the most successful public-private partnerships in the history of this country and it is all the more reason that people should be able to interact with our station and public stations throughout this country no matter the platform.

To be clear, KVIE and the public television industry take no specific position on the current net neutrality proposals. We make no recommendations on the regulatory scheme or authority that works best.

As I mentioned earlier in my testimony, as a provider of video content, with a growing number of our viewers accessing our content online, it is important to us that everyone have full, unrestricted access to the wide array of educational content and services that we provide, on whatever platform they wish to receive it.

We fervently hope that this panel and the Federal Communications Commission will appreciate that, for all of the broadband innovations and services I've described today, broadcasting remains at the heart of what we do – and its one-to-

millions communications architecture remains an extraordinarily efficient and effective use of the spectrum we steward for the American people.

We are honored to serve everyone, everywhere, every day, for free, using all the platforms that modern technology enables – and we are profoundly grateful for the federal funding that makes this remarkable public-private partnership possible.

Thank you for the opportunity to share these thoughts and this record of service and progress with you today.