



**Continental  
Cablevision®**

January 31, 1994

Mr. Robert Healy  
City Manager  
City of Cambridge  
795 Massachusetts Avenue  
Cambridge, MA 02139

Dear Mr. Healy:

Attached is a press release for your perusal regarding a series of telecourses to include a GED course in English and Spanish. This new series is called The Diploma Connection and is a joint opportunity between WGBH and Continental Cablevision with cablecasting beginning Monday, January 31, 1994 on Continental TV3.

We are particularly pleased to offer this educational series to Cambridge residents. In an age where continuous learning is important to everyone this series allows those who may be handicapped, confined to the home or prefer the comfort of their home to expand their educational horizons.

If you would like more information regarding The Diploma Connection, please feel free to call.

Sincerely,



Joyce Conroy Hillcoat  
General Manager

JCH/ms

cc: City Council Members  
Ned Casey, Office of Cable Television



News Release

WGBH Joins with Cable Operators to Launch *The Diploma Connection*  
Continental Cablevision and Cablevision to Offer GED Series, Telecourses

In a new approach to addressing Americans' educational needs Boston public broadcaster WGBH has joined with two area cable television operators to form *The Diploma Connection*.

The pilot project with Continental Cablevision in Cambridge and Arlington, and Cablevision in Boston and Brookline, will offer viewers 12 hours of educational programming each week -- two hours Monday through Thursday and four hours on Saturday (schedule attached). The programs include a GED (General Educational Development) course in English and Spanish and two television courses for college credit.

"We're excited about combining the resources of broadcast and cable television in the service of education," said WGBH Vice President and Television Station Manager David Liroff. "We had been looking at ways to work with local cable operators for several years, but the actual idea for this type of collaboration grew out of conversations between WGBH and Continental at a cable industry conference last summer."

Programs will begin airing Monday, January 31 on Continental Cablevision's Channel 3 in Arlington and Cambridge, and Cablevision's Channel 21 in Boston and Brookline. The schedule coincides with the beginning of the spring academic semester at Bunker Hill Community College, which will provide college credit for the telecourses and a faculty supported course based on the GED series. Students can register for these courses by contacting The Center for Self-Directed Learning at Bunker Hill Community College, 617-241-8600, ext. 350.

Frank Anthony, Continental Cablevision's Senior Vice President for New England, said, "We're proud to be a partner in *The Diploma Connection*. We believe the collaboration between WGBH and Continental Cablevision can bring new educational opportunities to New England communities through the use of local origination channels."

"This is an important partnership for cable and public television and we're delighted to help extend this kind of educational programming to our subscribers in Boston and Brookline," said Hank Ferris, General Manager of Cablevision of Boston. "The project re-emphasizes Cablevision's commitment to education. *The Diploma Connection* is a perfect fit as a lead-in to our homework assistance program *Extra Help*."

In the Boston area there are more than 450,000 adults who have not completed high school. The GED series offered on *The Diploma Connection* will prepare students for the GED

-more-

WGBH  
BOSTON, MA 02108  
617-241-8600  
FAX 617-241-8600

*The Diploma Connection/2*

exam administered by the Massachusetts Department of Education. The series will be carried in both English and Spanish and each program will be broadcast three times a week. (schedule attached) Developed by Kentucky public television, the GED program covers the five sections of the exam -- reading, writing, science, social studies and math -- and was designed for students to use independently or as part of a class. The four GED student workbooks are available for \$30 (price includes shipping and handling) by calling 1-800-232-2775.

"Faces of Culture" a one-semester college-level telecourse in introductory cultural anthropology will follow the GED series and will be repeated twice each week. The course features dramatic and unique film footage from around the world, embracing cultures from all continents and illustrating human adaptation to environment from the beginning of the human species to the present. An expanded study guide and the most recent edition of a widely accepted cultural anthropology text complement the prize-winning television series.

The third course offered on *The Diploma Connection* is "Destinos: An Introduction to Spanish" produced by WGBH. The telecourse follows the travels of Raquel Rodriguez, a lawyer from Southern California, as she embarks on a journey to aid an ailing patriarch. The series takes viewers on a journey from Mexico to Spain, onto the docks of Buenos Aires, down the mountains of Puerto Rico and finally back to Mexico in a captivating telenovella -- a Hispanic serial drama -- that makes learning Spanish irresistible.

For more information about *The Diploma Connection* or for questions about any of the courses offered, call WGBH at 617/492-2777, ext. 2603.

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January 1994

Press contacts:

WGBH: Jeanne Hopkins 617/492-2777, ext. 4363  
Continental Cablevision: Christine Sandvik 617/876-5005, ext. 211  
Cablevision of Boston and Brookline: David Green 617/731-4160, ext. 124

# SCHEDULE FOR *THE DIPLOMA CONNECTION*

Beginning Monday, January 31, 1994

All programs are one hour long and consist of two half-hour episodes shown back-to-back.

## CABLEVISION OF BOSTON & BROOKLINE, CHANNEL 21

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 pm	GED-English	GED-Spanish	GED-Eng (repeat)	GED-Span (repeat)		Faces of Culture (repeat)	
2 pm	Faces of Culture	Destinos, Pt. 1	Faces (repeat)	Destinos (repeat)		GED-Eng (repeat)	
3 pm						GED-Span (repeat)	
4 pm						Destinos (repeat)	

## CONTINENTAL CABLEVISION, CAMBRIDGE & ARLINGTON, CHANNEL 3

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2 pm						GED-Eng (repeat)	
3 pm						GED-Span (repeat)	
4 pm	GED-English	GED-Spanish	GED-Eng (repeat)	GED-Span (repeat)		Destinos (repeat)	
5 pm	Faces of Culture	Destinos, Pt. 1	Faces (repeat)	Destinos (repeat)		Faces of Culture (repeat)	



Education through  
public broadcasting and  
telecommunications

## THE DIPLOMA CONNECTION FACT SHEET

### WGBH

125 Western Avenue  
Boston MA 02134  
Telephone 617 492 2777  
Fax 617 787 0714  
Telex 710 330 6887

### Public Television

Channel 2 Boston  
Channel 44 Boston  
Channel 57 Springfield

### Public Radio

89.7 FM Boston

### Programming for public broadcasting

Children's  
Cultural  
Drama  
How-to  
Instructional  
Public Affairs  
Science

### Telecommunications

Interactive Media  
Captioning  
Descriptive Video

### What is *The Diploma Connection*?

*The Diploma Connection* is an educational cable television service developed by WGBH and distributed in partnership with Continental Cablevision in Cambridge and Arlington and Cablevision of Boston and Brookline to offer adult learners access to instructional programs. This semester the programs will include the GED Series in English and Spanish and two telecourses, courses for college credit. Cable subscribers can now attend classes in the privacy of their own homes.

### How do I get *The Diploma Connection* on my TV?

*The Diploma Connection* is available only through cable in the towns of Arlington, Boston, Brookline and Cambridge. If you are a subscriber of Continental Cablevision in Arlington and Cambridge, *The Diploma Connection* is on Channel 3. In Boston and Brookline, Cablevision offers the service on Channel 21. Be sure you are on our mailing list and we will keep you informed as we add more towns.

### What is the GED Series?

The GED Series helps adults prepare for the high school equivalency exam administered by the Massachusetts Department of Education. The series runs for 22 weeks and will cover reading, science, social studies, math and writing. This program was developed by the Kentucky Network for students to use independently or as part of a class. English and Spanish versions of the award-winning series will be cablecast. The four GED workbooks that support the series cost \$30 (includes shipping and handling) and are available by calling 1-800-232-2775. This is the number for The Learning Line, a service that also rents the GED Series in video form.

### What are Telecourses?

Telecourses are television programs you can watch for college credit. You can enroll at a participating college as you would for any course. The difference is you will attend most of the classes in the convenience of your own home. Each telecourse is supervised by a faculty member who will be your primary contact throughout the course. On-campus attendance requirements will vary. This semester's Telecourses on cable are being offered by Bunker Hill Community College. For registration and tuition information contact:

The Center for Self-Directed Learning  
Bunker Hill Community College  
(617) 241-8600, Ext. 350

# WGBH EDUCATIONAL FOUNDATION

## CABLECAST OF THE DIPLOMA CONNECTION

Beginning Monday, January 31, 1994

All programs are one hour long and consist of two half-hour episodes shown back-to-back. Each program is shown three times a week.

### CABLEVISION OF BOSTON & BROOKLINE, CHANNEL 21

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1pm	GED-English	GED-Spanish	GED-Eng (repeat)	GED-Span (repeat)		Faces (repeat)	
2pm	Faces of Culture	Destinos, Pt. 1	Faces (repeat)	Destinos (repeat)		GED-Eng (repeat)	
3pm						GED-Span (repeat)	
4pm						Destinos (repeat)	

### CONTINENTAL CABLEVISION, CAMBRIDGE & ARLINGTON, CHANNEL 3

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2pm						GED-Eng (repeat)	
3pm						GED-Span (repeat)	
4pm	GED-English	GED-Spanish	GED-Eng (repeat)	GED-Span (repeat)		Destinos (repeat)	
5pm	Faces of Culture	Destinos, Pt. 1	Faces (repeat)	Destinos (repeat)		Faces (repeat)	

**GED (high school equivalency) course\*  
in English & Spanish**

Two telecourses:

**"Faces of Culture"**

an introduction to cultural anthropology and

**"Destinos: An Introduction to Spanish."**

Starting on January 31

presented by **Continental Cablevision & WGBH**

Program Schedule					
	Monday	Tuesday	Wednesday	Thursday	Saturday
2pm	_____	_____	_____	_____	GED-Eng (repeat)
3pm	_____	_____	_____	_____	GED-Span (repeat)
4pm	GED-Eng.	GED-Span.	GED-Eng (repeat)	GED-Span (repeat)	Destinos (repeat)
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For more information call 876-6005 ext. 211 \*The GED series will prepare students for the GED exam given by the Massachusetts Department of Education. Bunker Hill Community College provides credit for these courses to registered students call 241-8600 ext. 350.



# City of Cambridge

3.

IN CITY COUNCIL  
February 14, 1994

COUNCILLOR WALSH  
COUNCILLOR DUEHAY  
COUNCILLOR SULLIVAN  
VICE MAYOR RUSSELL

WHEREAS: Continental Cablevision has recently announced a new series called "The Diploma Connection" which is a joint collaboration with WGBH and will be televised on Channel 3; and

WHEREAS: This offers a unique educational opportunity for Cambridge residents especially those who are confined to their homes or who prefer the comforts of their homes to expand their educational opportunities; and

WHEREAS: The attached letter of January 31, 1994 was sent to the City Council by Joyce Conroy Hillcoat, General Manager of Continental Cablevision; now therefore be it

ORDERED: That the City Manager be and hereby is requested in conjunction with the School Department to take all necessary action to be sure that all the Citizens of Cambridge become aware of this opportunity and that Continental Cablevision and WGBH be congratulated on this new program.

In City Council February 14, 1994.  
Adopted by the affirmative vote of seven members.  
Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:- *D. Margaret Drury*

D. Margaret Drury  
City Clerk

3

February 8, 1994

**COUNCILLOR WALSH**

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*Duebay Sullivan*      *Russell*  
Consent Order #3      *CM-45*

Councillor Walsh re: Congratulations  
to Continental Cablevision and  
WGBH on their new series "The  
Diploma Connection" to be televised  
on Channel 3.

*Order Adopted*

In City Council,

February 14, 1994