



Q: How is it possible for Channel One to provide video content and equipment to schools cost free?

A: Channel One News, the flagship programming of the Channel One service, includes two minutes of corporate sponsorships thereby empowering us to provide our services at no cost to participating schools.

Q: How does Channel One determine how many cost-free color TVs to provide a member school?

A: To ensure fairness, we use a formula to make this determination. We provide one TV per every 23 students in grades 6–12. To make this calculation for your school, divide your grade 6–12 enrollment by 23 and the result is the number of TVs Channel One will offer to install and maintain for FREE! Click on the “Basics” tab at www.ChannelOneHelp.com to review equipment descriptions and diagrams.

Q: What happens if question arises or something needs repairing?

A: We provide toll free Help Desk services (800.251.4039) staffed by friendly associates who are ready to provide assistance and dispatch a well-trained service technician whenever necessary. It's that easy!

Q: What method is used to send schools the daily Channel One News program and all those Channel One Connection curriculum videos?

A: We transmit all our video content via satellite each evening. The Channel One system was designed to automatically receive video using our new digital head-end unit with a digital video recorder (DVR). The result? Valuable programming is waiting on teachers and students when they arrive every morning! We invite you to review the schedule of upcoming Channel One Connection videos online at www.ChannelOneNetwork.com

Q: How long does it take to install a school with Channel One service?

A: We typically install within 90 days upon receipt of a school's application and it takes an average of 60 labor hours on site to install the satellite dish, cable distribution system, and all the wall-mounted TVs.

Q: Who are the sponsors?

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

- Apparel
- Beverages (non-alcoholic and sugar-free only)
- Entertainment
- Food (no candy or high sugar goods)
- Government (anti-drug and military recruitment)
- Health/Beauty
- Retail

Q: How do schools fit the 12-minute news show into their day?

A: Our system is flexible enough for the busiest school schedule!

HOMEROOM OR CLASSROOM—Most schools show Channel One News to all students at once during homeroom or another class period.

DAILY ROTATION—all students view Channel One News at once, but at a different time each day of the week: 1st period on Monday, 2nd period on Tuesday, 3rd period on Wednesday, etc.

ALTERNATE LUNCH—schools with divided lunch periods have one group at lunch while the other views Channel One News and vice versa!

STAGGERED—a few schools cannot show the news at one time, so they show it to a portion of students at various times throughout the day. This works great as long as a set schedule is followed and all grade 6-12 students watch Channel One News daily.