



Comcast Cable
9602 South 300 West
Sandy, UT 84070

May 27, 2005

To:

School Boards	Region Chairs	Coaches
Superintendents	Principals	TV/Video Teachers
Technology Directors	Athletic Directors	Students

Last school year, Comcast began showing high school football and basketball games, regular season and playoffs. They are available on the Comcast Network (Ch.3 or Ch. 60) and with unlimited free views on Comcast ON DEMAND. We received a wonderful, very enthusiastic response from our pilot schools in Utah Valley. They loved having their athletic teams broadcast on TV, and we'd like to invite your school to join in the excitement for next school year.

The broad reach of Comcast's communications network, across the Wasatch Front and in nearby areas, means that soon, cable customers can watch home and away games, or see games from their hometown school or a neighboring city. To get to this broad representation even faster, Comcast has not only sent its own contracted crew to record games, but has also offered to air games produced by schools' own TV students using school equipment.

Often, if a school has a student TV crew, they already are close to being able to do live-to-tape, two-camera production, but not quite there. We usually work with these schools and/or the district to see what kind of investment Comcast can do to help.

Schools and districts already approached by Comcast have found that the experience for their students fits well with their educational mission. Students who produce games are obviously well prepared for TV careers here in Utah and elsewhere. But they also learn problem-solving skills, teamwork, and get practice doing research and thinking on their feet.

To supplement what teachers are doing, Comcast also is presenting seminars and master classes free to teachers and students. Plus, schools are welcome to sell advertising time during the games, which can raise money for the school and provides even more learning for students interested in marketing.

We hope to be able to set up a partnership with your school or district in time for next year's football and/or basketball season.

Usually an agreement will work something like this:

Comcast agrees to

- sponsor workshops and invite your students to them,
- pay for encoding and broadcasting, and
- pay for and carry out advertising and promotion of local sports on Comcast.

The school or district agrees to

- let us film when our crew can come,
- provide student-produced home games to us, and
- announce the airings at games and at school.

We will be following up with you soon, but please don't hesitate to contact us. Schools who are designated partners before **August 18** will have priority for our crew to come to their games, and for their student games to be on Comcast. Plus, their students will qualify for premier registration at our free workshops at the end of the summer or the first or second week of school.

Comcast for years has provided cable television to 489 schools across our service area from Logan to Nephi. We welcome this chance to extend our longstanding commitment and support of Utah schools with your school and district.

Sincerely,

Scott Tenney
Area Vice President
Comcast of Utah