



THIRTEEN to Present SCHOOL INC A PERSONAL JOURNEY WITH ANDREW COULSON

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Why doesn't education use innovation to grow like a successful business? School Inc. - A Personal Journey with Andrew Coulson, follows the late Andrew Coulson, series creator/writer/host and senior fellow of education policy at Cato Institute's Center for Educational Freedom, as he sets out on a worldwide personal quest for an answer to this question.

Throughout the three-part, three-hour series, Coulson examines the role of innovation, the universal search for educational excellence and - for better or worse - the application of The Profit motive. School Inc. premieres over three consecutive Saturdays, June 10, 17, and 24 from 1- 2 p.m. ET each day on THIRTEEN.

In episode one, The Price of Excellence (Saturday, June 10, 1-2 p.m. ET), Coulson explores the educational establishment, its history and the politics that sometimes impede the growth of good schools, effective teachers, as well as the involvement of entrepreneur educators.

He begins his journey in a one-room 19th century schoolhouse in Easton, Maryland. During the industrial revolution in the 19th century, inventions like New England's automated textile mills give rise to innovations that are quickly replicated, but not so in the education field, notes Coulson.

Horace Mann (1796-1859), the lawyer and legislator who became America's first head of a state board of education recognized this lack as a significant problem in education. As Mann put it, "...if any improvement in principles or modes of teaching is discovered in one school, instead of being published to the world, it dies with the discoverer... Now if a manufacturer discovers a new mode of applying steam power, the information flies over the country at once, the old machinery is discarded, the new is substituted."

Through Mann's efforts to put education into the hands of state-appointed experts and state-trained teachers, universal public education was born.

From New England, Coulson travels to East Los Angeles, CA, to tell the story of Jaime Escalante, a math teacher at Garfield High, and the educational excellence he created in the classroom, a story which would become the subject of the Hollywood film Stand and Deliver.

Episode one concludes in Seoul, South Korea, where students eagerly enroll in afterschool tutoring programs called "Hagwons," and we meet TEACHERS who are considered rock stars in education, one professor disclosing his annual salary is more than a million dollars.

In episode two, Push or Pull (Saturday, June 17, 1-2 p.m. ET), Coulson investigates why excellent private schools in America such as Cranbrook Schools in Bloomfield, MI, have not "scaled up" to replicate their excellence on a larger scale, and ultimately, serve more students.

But is there some place where scaling up excellence is happening? To answer the question, School Inc. looks at America's charter schools like the Knowledge is Power Program (KIPP) Academy in Austin, TX, part of the highly successful KIPP network of schools; the Sabis School in Springfield, MA; and the American Indian Charter School in Oakland, CA.

Even though some charter schools are highly successful, when they are seen to compete with public schools, some public school districts have voted to shut down the charter school. But not every charter and public school encounter has a negative outcome. When Hurricane Katrina hit New Orleans, the city's charter schools provided the facilities and services the other schools needed.

Coulson ends this episode in South America with a comparison of how the success of Chile's wine industry set the scene for the growth of the country's successful school networks.