

press release

**BLOG THIRTEEN WILL OFFER INFORMATION, RESOURCES AND COMMENTARY ON
MEDIA ISSUES AFFECTING AMERICANS TODAY**

New Blog From Public Broadcaster Thirteen/WNET New York Launches Today At
www.thirteen.org/blogs

Features Daily Media Briefing and Weekly Column By Thirteen/WNET President Bill Baker

November 27, 2006-Thirteen/WNET New York, the pioneering public television producer and the most-watched public television station in America, has launched **Blog Thirteen**, a new blog that will keep its finger on the pulse of modern media. Residing on the award-winning Web portal, Thirteen.org, **Blog Thirteen** will offer information, news, and resources that will help bring a wider perspective to the media issues that concern all Americans.

“The public television experience isn't just about watching and supporting a certain kind of programming. It's about being aware of the power that television and the media have in our lives,” said Bill Baker, president and chief executive of Thirteen. “At a time marked by truly remarkable developments in media technology, usage and expectations, **Blog Thirteen** will help people stay informed with media issues - especially public media issues - that are having an impact throughout our society.”

Every weekday, **Blog Thirteen's** Media Briefing section will offer an overview of key events affecting or affected by the media, with links to relevant stories posted at online publications and news or commentary sites on the Web.

Once a week, Bill Baker will offer some thoughts on media matters that are making news.

Baker, co-author of *Down the Tube: An Inside Account of the Failure of American Television* and an established authority on the media, will draw on his decades of experience in both the commercial and public sides of the broadcasting industry to illuminate the problems and potential inherent in today's shifting media landscape.

Blog Thirteen also offers an extensive list of media resources, offering direct links to key sites in public broadcasting, media blogs, history resources, and other useful links.

“Blog Thirteen is part of the educational mission of this station, but you don't have to be a Thirteen member or even a Thirteen viewer to take advantage of **Blog Thirteen**,” said Baker. “The beauty of the Web is that - just like public television - it's open to all, without limits. We hope people will come from all over to explore this new public media resource.”

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Thirteen/WNET New York is one of the key program providers for public television, bringing such acclaimed series as *Nature*, *Great Performances*, *American Masters*, *Charlie Rose*, *Religion & Ethics NewsWeekly*, *Wide Angle*, *Secrets of the Dead*, *NOW With David Brancaccio*, and *Cyberchase* - as well as the work of Bill Moyers - to audiences nationwide. As the flagship public broadcaster in the New York, New Jersey and Connecticut metro area, Thirteen reaches millions of viewers each week, airing the best of American public television along with its own local productions such as *The Ethnic Heritage Specials*, *The Thirteen Walking Tours*, *New York Voices*, and *Reel New York*. Thirteen extends the impact of its television productions through educational and community outreach projects - including the *Celebration of Teaching and Learning* - as well as Web sites and other digital media platforms. More information can be found at: www.thirteen.org.

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