

press release

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2008 TEACHING & LEARNING CELEBRATION TO DRAW NATIONAL AUDIENCE

***Thirteen/WNET and WLIW21 to Highlight Science and Global Awareness at
Third Annual Conference; Dr. Jane Goodall, Jean-Michel Cousteau and Ann Curry Headline
Growing List of Presenters***

November 5, 2007, New York, NY – Thirteen/WNET and WLIW21, the public television stations of the New York, New Jersey and Connecticut tri-state area, announced today the third annual *Teaching & Learning Celebration*. A national audience is expected for this professional development conference, which will focus on science, math, global awareness, and instructional technology. The *Celebration* will be held on March 7-8, 2008 at the Hilton New York hotel, located on Avenue of the Americas at 53rd Street in New York City.

The 2008 *Celebration* will emphasize best practices for using technology in teaching and learning. The two-day event offers educators access to nationally renowned speakers, 90 hands-on workshops and over 100 vendors distributing information and samples. Speakers and panels are designed specifically for elementary, middle, and high school teachers, administrators, and policy makers.

This year's *Celebration* will feature the legendary primatologist and conservationist **Dr. Jane Goodall**. Other confirmed speakers include **Jean-Michel Cousteau**, host of "Ocean Adventures" on PBS; **Milton Chen**, president of the George Lucas Educational Foundation; polar explorer Will Steger and Sudanese supermodel **Alek Wek**.

At the *Celebration* Web site, www.thirteencelebration.org, educators can register for the conference, learn more about featured speakers and exhibitors, see a schedule of events, sign up to receive e-mail updates, and find answers to frequently asked questions. In addition, the Web site features a wealth of videos and transcripts from last year's conference. After the 2008 *Celebration*, educators can return to the site for videos of their favorite sessions or ones they missed, as well as access to other educational resources from Thirteen and WLIW throughout the year. Early bird registration rates are available at www.thirteencelebration.org through December 15, 2007.

"Since 1962, Thirteen has continually sought new ways for television to be a positive force in society," said Dr. William F. Baker, CEO of Educational Broadcasting Corporation, licensee of

Thirteen/WNET and WLIW. “We’ve combined the power of television production with the possibilities of the internet; we’ve pioneered educational projects and have engaged the community with numerous outreach initiatives. The *Teaching and Learning Celebration* has combined all of these activities into an event that also honors the contributions of educators nationwide.”

“For the past two years, the *Celebration* has drawn participation from leading educational organizations, companies committed to teaching and learning, and prestigious speakers such as former Vice President Al Gore and NBC’s Tim Russert,” said Neal Shapiro, president of Educational Broadcasting Corporation. “The *Celebration* is an important part of Educational Broadcasting Corporation’s commitment to education and personal growth. We’re honored to have the continued support of so many people and organizations that care so deeply about improving education in this country.”

“The *Teaching and Learning Celebration* is an opportunity for Thirteen and WLIW to pay tribute to educators from across the country and their students by bringing together, under one roof, a showcase of imagination and inspiration,” said Ronald Thorpe, vice president and director of education at Thirteen/WNET. “It’s incredible to see that, in such a short time, what began as a regional conference has become a major national event serving thousands of educators and millions of K-12 students.”

Thirteen and WLIW21 gratefully acknowledge sponsorship support from Founding Sponsor: Chase; Premier Sponsors: National Education Association (NEA), NYSUT, SMART Technologies, UFT, Verizon Foundation Thinkfinity; Major Sponsors: Adobe/Adobe Youth Voices, Apple Inc., CSA/ELI, ED in '08, EF Educational Tours, Fordham University, Long Island University, NJEA, Pearson; Presenting Sponsors: Adelphi University, Bank Street College of Education, Borders, Dell Inc., McGraw-Hill Education, Teachers College, Columbia University; Event Sponsor: NYU Steinhardt; and Media Sponsor: Education Week

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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 *Teaching and Learning Celebration* - as well as Web sites and other digital media platforms. More information can be found at: www.thirteen.org.

WLIW New York is an innovator in broadcasting, production and distribution for public television. A leading producer of fundraising programming for PBS, WLIW brings US audiences the popular *Visions* aerial series, cultural performance specials like *The Music & Dance of Poland: Mazowsze*, and a 15-part series of ethnic heritage specials that includes profiles of Asian Indian, Mexican and Polish American communities. WLIW’s groundbreaking independent distribution model brings US audiences live daily broadcasts of *BBC World News*, *Consuelo Mack WealthTrack* and *Wild Chronicles*. WLIW is also presenting station for the Emmy award-winning PBS KIDS series

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Jakers! The Adventures of Piggley Winks. In the tri-state area, WLIW's diverse programming schedule earns the distinction of third most-watched in the country, a destination for viewers of all ages, featuring public television favorites from PBS KIDS to celebrity chefs in the kitchen, enhanced by a rich local public affairs lineup. More information about WLIW can be found at www.wliw.org.