

For Immediate Release

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212.576.2700 x 223, jdupont@goodmanmedia.com**WNET.ORG's Studios at Lincoln Center to be previewed April 13***Street-view facilities give New Yorkers and visitors an inside look at new programs*

In what's being called the biggest and most exciting public step by one of New York City's top cultural institutions, WNET.ORG will preview its new street-level, viewer-friendly studios at Lincoln Center on April 13 with a morning ribbon-cutting ceremony and a week's worth of pre-opening events.

Located at the corner of 66th Street and Broadway, next to the newly renovated Alice Tully Hall, the new flagship studios are designed to give fans, viewers, and passersby a behind-the-scenes look at the station's inner workings and its locally produced shows.

WNET.ORG is one of America's most prolific and respected public media providers, and the parent company of the New York public broadcast outlets THIRTEEN and WLIW21.

"With these new studios, we're re-emphasizing the 'public' in 'public media,'" said Neal Shapiro, president & CEO of WNET.ORG. "The energy, the creativity and the people of New York City have always fueled our work and our programming, and these new studios make those elements an official part of our broadcasting day."

WNET.ORG will use the studios as the main location for a mix of new and established locally produced shows that air nationally on PBS, as well as an alternate location for New York-based programming, interstitials, station IDs and more. As previously announced, WNET.ORG will produce "Need to Know," a national cross-media news and public affairs program, in the space starting in early May.

The upper-level studio will also be the site for special events, lectures and intimate performances that can be filmed.

The station's longtime partnership with Lincoln Center made the choice of its first public studio location an obvious one. "It's a pleasure to be located at one of the world's most iconic cultural institutions, which has been the site of magnificent programming on WNET.ORG and PBS," said Shapiro. "Having a base on this campus underscores our longtime partnership and ensures we'll continue bringing the most extraordinary performances to New York—and the entire country—through public media."

"WNET.ORG's new transparent, street-side studios are emblematic of Lincoln Center's overall plan to transform our 16 acres of space by integrating the superb arts programming and activities offered here on a daily basis with the life of New York City," said Reynold Levy, President, Lincoln Center. "We're looking forward to expanding our long-standing partnership with the station by taking advantage of the creative opportunities that proximity affords."

About the Studios

WNET.ORG's studios are the country's first-ever publicly visible public television broadcasting facilities. With studios at both street-level and on the second floor, locals and visitors alike can watch tapings of WNET.ORG programs in state-of-the-art surroundings directly from the sidewalk.

The studios, and the public and administrative spaces in the facility were developed and constructed by a+i design corporation. The studio sets and interior spaces were conceived and designed by Seth Easter Design. Information on both firms is located at the end of this release.

About the Designers

a+i design corporation

New York-based a+i was founded in 1996 as a hybrid architecture/web design company. It has grown to its current status as a leading firm specializing in consulting for the acquisition, design, and realization of workspace for businesses across the U.S. Under principal Bradley Zizmor, the firm has designed for a wide range of spaces in

the areas of arts and culture, broadcasting and media, corporate spaces, retail, and residential.

Seth Easter Design

Seth Easter Design is a Brooklyn-based production design firm specializing in live event and broadcast environments. The company makes use of cutting-edge technology, often incorporating the use of the latest in LED technology to create innovative scenic pieces and large playback screens. Easter has worked for many major broadcast and news outlets, and producers, including ABC's News and Entertainment Divisions, Bloomberg, CBS/Paramount, HBO, the 2007, 2008, 2009, and 2010 Tony Awards, and Mark Burnett Productions. Additionally, the company has worked for The White House, the U.S. State Department and others.

About WNET.ORG

New York public media company WNET.ORG is a pioneering provider of television and web content. The parent of Thirteen, WLIW21 and Creative News Group, WNET.ORG brings such acclaimed broadcast series and websites as [Nature](#), [Great Performances](#), [American Masters](#), [Charlie Rose](#), [Wide Angle](#), [Secrets of the Dead](#), [Religion & Ethics Newsweekly](#), [Visions](#), [Consuelo Mack WealthTrack](#), [Wild Chronicles](#), [Miffy and Friends](#), and [Cyberchase](#) to national and international audiences. Through its wide range of channels and platforms, WNET.ORG serves the entire New York City metro area with unique local productions, broadcasts and innovative educational and cultural projects. In all that it does, WNET.ORG pursues a single, overarching goal – to create media experiences of lasting significance for New York, America and the world. For more information, visit www.wnet.org.

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Media Notes

- A ribbon-cutting ceremony is planned for 11 AM on April 13. VIPs, elected officials and leaders from WNET.ORG and Lincoln Center will be in attendance. Additional information is forthcoming.
- A limited number of tours of the nearly completed studio spaces will be given after the ribbon-cutting ceremony. To reserve a spot on one of the tours, contact Roberta Lee at leer@WNET.org or 212.560.3134, or Jessie duPont at jdupont@goodmanmedia.com or 212.576.2700 x 223.