

press release

**SNEAK PREVIEW LAUNCHES NEW YORK-AREA *Rx* FOR CHILD SURVIVAL
INITIATIVE TO IMPROVE WORLD HEALTH**

NetAid, Amnesty International, AMREF USA, CARE USA, Concern Worldwide, And Helen Keller International Join With Thirteen/WNET New York To Raise Awareness Of Global Health Matters In Regional ***Rx for Child Survival*** Campaign As Part Of National PBS Initiative

New York, October 17, 2005 – To raise awareness of the triumphs and challenges of global health and encourage contributions to prevent some of the six million unnecessary child deaths that occur around the world each year, Thirteen has launched a New York City area ***Rx for Child Survival*** campaign. The station kicked off the effort with an October 17th sneak preview of the series ***Rx FOR SURVIVAL—A GLOBAL HEALTH CHALLENGE*** and a panel discussion with experts in the field, including: Professor Miriam Were, a Kenyan medical doctor and the former director of the United Nations Population Fund/Country Technical Services Team in Addis Ababa; Michelle Kouletio, New York-based child survival and health advisor of Concern Worldwide; Anne O’Mahony, regional director of Concern Worldwide; and Holly Welcome Radice, program manager of NetAid’s World Schoolhouse.

The heart of the ***Rx for Survival*** project is a compelling documentary series, ***Rx FOR SURVIVAL—A GLOBAL HEALTH CHALLENGE***, premiering November 1 – 3, 2005, from 9-11 p.m. on Thirteen. At the same time, the nation’s foremost journalistic organizations will bring independent reports on global health to millions of Americans. Media coverage will include a



Time magazine special report and a Time-sponsored Global Health Summit in New York City, NPR features, a companion book from The Penguin Press, and a PBS.org Web site, pbs.org/rxforsurvival. The **Rx for Survival** project is co-produced by the WGBH/NOVA Science Unit and Vulcan Productions, Inc., and funded by the Bill & Melinda Gates Foundation and The Merck Company Foundation.

In addition, WGBH and Vulcan Productions have created a national awareness raising and fund raising effort called **Rx for Child Survival**, in which Thirteen is playing a key role. Thirteen, through its LAB@Thirteen community outreach unit, has assembled a regional Community Coalition of organizations including: NetAid, Amnesty International, AMREF USA, CARE USA, Concern Worldwide, and Helen Keller International to join in its **Rx for Child Survival** initiative by supplying expert speakers for events, resources, information, and assistance in disseminating information about the program. Thirteen will organize two events aimed at involving teenagers in global health issues this coming winter and spring.

“Six million children under five are dying each year. But they would have a much better chance with access to basic health services,” said Ronald Thorpe, vice president and director of Thirteen’s Education Department. “Our partners can help us bring attention to the plight of children around the world and raise awareness of how we can offer hope for their survival.”

“Through the **Rx for Child Survival** project, Thirteen hopes to foster a sense of global community, in which local discussions and participatory events can impact global progress in preventing disease and death here and in the developing world,” says Julie Benyo, director of education initiatives at WGBH.

In addition to Thirteen, the **Rx for Child Survival** outreach campaign is spearheaded by PBS stations from Seattle to Atlanta which also serve as hubs for Community Coalitions and as models for galvanizing American’s awareness and engagement in global health and child survival issues. For more information about the **Rx for Child Survival** project and to sign up for an e-

newsletter about global health, visit pbs.org/rxforsurvival.

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Thirteen/WNET New York

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*, *Stage on Screen*, *Secrets of the Dead*, 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*. With educational and community outreach projects that extend the impact of its television productions, Thirteen takes television “out of the box.” And as broadcast and digital media converge, Thirteen is blazing trails in the creation of Web sites, enhanced television, CD-ROMs, DVD-ROMs, educational software, and other cutting-edge media products. More information about Thirteen can be found at: www.thirteen.org.

WGBH/NOVA Science Unit

WGBH Boston is America’s preeminent public broadcasting producer, the source of fully one-third of PBS’ prime-time lineup, along with some of public television’s best-known lifestyle and children’s programs and many public radio favorites. One of its premiere programs, *NOVA*, is a production of the WGBH/NOVA Science Unit. Now in its 32nd year of broadcasting, *NOVA* is the most popular science series on American television and is seen in more than 100 countries. It is also one of television’s most acclaimed series, having won every major television award, most of them many times over. *NOVA*’s programs are used extensively in classrooms around the country and the *NOVA* website is consistently the most trafficked on pbs.org. In 1998, the National Science Board of the National Science Foundation awarded *NOVA* its first-ever Public Service Award. *NOVA* has won every major broadcasting award, including the Emmy, the Peabody, the AAAS Westinghouse Science Journalism Award, and the Alfred I. duPont-Columbia University Gold Baton. For more information on WGBH and *NOVA*, respectively, visit wgbh.org/ and pbs.org/nova.

Vulcan Productions

Vulcan Productions is the independent film production company founded by investor and philanthropist Paul G. Allen in 1997. Vulcan Productions devotes itself exclusively to producing independent films of unique vision and artistic quality. With feature film projects such as *Hard Candy*, *Far From Heaven*, *The Safety of Objects*, and award-winning documentaries such as *Martin Scorsese’s The Blues*, *Evolution*, *Black Sky: The Race for Space* and *Black Sky: Winning The X-Prize*, the company commits its talent and resources to creating films of substance and enduring significance. Through its collaborative partnerships with established and emerging filmmakers, Vulcan Productions explores creative opportunities that result in engaging and inspirational storytelling. Visit Vulcan Productions online at vulcanproductions.com.

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