

press release

MAYORAL PROCLAMATION LAUDS THIRTEEN/WNET NEW YORK'S LITERACY
CENTER FOR 14 YEARS OF ENRICHING LIVES AT **LITERACY DAY**

The **14th Annual Literacy Day: Adult Education Conference** Introduces Educators To A Wealth
Of Resources, Including Diverse Initiatives From Thirteen

New York, NY, April 20, 2004 – New York City Mayor Michael R. Bloomberg recognized the efforts of Thirteen/WNET New York's Adult Literacy volunteers in a proclamation presented by Commissioner Jeanne B. Mullgrav of the New York City Department of Youth and Community Development at the station's **14th Annual Literacy Day** on Tuesday, April 20. Educators gathered at the event to explore a wealth of resources for enriching the lives of adult learners by attending sessions on advocacy and technology resources for adult education professionals.

The Adult Literacy Center dates back to the 1989-90 season, when Thirteen/WNET New York took a giant step toward assisting New Yorkers in improving their lives through basic education. With support from Con Edison, Thirteen launched the Adult Literacy Center to enhance Thirteen's on-air adult literacy programs with GED tutorials, Learn to Read publications and the first annual **Literacy Day**. In his proclamation, the mayor cited the **Adult Literacy Center** volunteers' efforts to "help more than 8,000 adults annually."

Following is an excerpt from the Mayor's proclamation:

WHEREAS: *Whether tutoring one-on-one or in small groups, every literacy center volunteer demonstrates passion and commitment, working thousands of hours per year and often providing valuable resources, such as workbooks and*



other materials, to students in need. Today, as part of our city's annual Literacy Week, Con Edison joins Thirteen/WNET New York's 14th Annual Literacy Day—Adult Education Conference, celebrating the hard work and dedication of these New Yorkers, who have opened doors for so many adults.

NOW, THEREFORE, I, MICHAEL R. BLOOMBERG, MAYOR of the City of New York, in recognition of the contributions of all those involved with the Adult Education Department of Thirteen/WNET to the education, self-confidence, and happiness of their fellow New Yorkers, do hereby proclaim Tuesday, April 20th, 2004, in the City of New York as: “Thirteen/WNET New York Literacy Day.”

This year, participants expanded their awareness of Thirteen's on-air adult literacy programs, which include *GED Connection*, *GED en Español*, *TV411*, and *Learn to Read*, as well as adult literacy resources at Thirteen Ed Online (www.thirteen.org/edonline). The keynote speaker was Dr. Suzanne C. Carothers, a professor in the New York University Steinhard School of Education, Department of Teaching and Learning. Participants enjoyed workshops on using the Instructional Television Video-on-Demand service, utilizing the Thirteen Ed Online interactive service, writing proposals and grants, incorporating strategic learning into adult literacy instruction, and more. In addition to presentations by Thirteen staff, workshops were led by specialists from the New York City Department of Youth and Community Development, New York City Department of Education, The Kentucky Network, Queens Borough Public Library, City University of New York, the Adult Literacy Media Alliance (ALMA), and Jerald LeVon Hoover, author of *My Friend My Hero*.

Literacy Day is a partnership of Thirteen and the Mayor's Office of the City of New York, in connection with New York City's annual Literacy Week. Con Edison has provided major corporate support for Thirteen's Adult Education Projects since 1989. Promotional Support for

Thirteen's Adult Education Projects is provided by *Hoy* newspaper, and the *New York Amsterdam News*.

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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*, *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.

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