

press release

THIRTEEN/WNET TO LEAD NEW YORK AREA CAMPAIGN TO PROMOTE GLOBAL
HEALTH AND CHILDREN'S SURVIVAL

*NetAid, Amnesty International And Others Join Thirteen's Effort To Promote Survival Of World's
Neediest Children*

New York, July 12, 2005 – Thirteen/WNET New York announced today its plan to lead a regional ***Rx for Child Survival*** campaign. Created by WGBH/Boston and Vulcan Productions, Inc., the campaign – in partnership with 20 PBS stations and their local partners – will raise awareness about 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 will head up a New York City area coalition of community organizations including: NetAid, Amnesty International and CARE USA.

From November 1 through 3, 2005, from 9-11 p.m., Thirteen will air ***Rx for Survival—A Global Health Challenge***, a six-part series about the challenges and triumphs of health here in America and around the world.

“As our active and engaged viewers learn more about child survival through the ***Rx for Survival*** series and Web site, we know they will want a hands-on way to respond,” said Ronald Thorpe, vice president and director, Thirteen’s Education department. “By creating a campaign that leverages the resources of our partner organizations, we can fulfill our mission of educating and inspiring the citizens of New York, New Jersey and Connecticut.”

In Boston last week, Suzanne Guthrie, producer, for the LAB@Thirteen, along with Nick Sullivan, Educational Advisory Board member, Amnesty International; Natalie Wooller, program



assistant, NetAid; and Adam M. Handler, advocacy field coordinator, Northeast Region, CARE USA, met with representatives from 19 other PBS member stations and their local partners to share ideas and to begin planning audience and member events.

“We are so excited to hear what other stations and their partners are doing and to share our ideas for ways we can help audiences learn more and do more about global health and child survival,” Guthrie said. “We’re confident our members will be excited about taking a positive, can-do approach to child survival and will watch for us at events over the next few months.”

More information about the ***Rx for Survival*** series, the ***Rx for Child Survival*** campaign, and ways that viewers can learn more and do more, can be found online at pbs.org/rxforsurvival.

The ***Rx for Child Survival*** outreach campaign is spearheaded by PBS stations from Seattle to Atlanta which serve as hubs for 20 Community Coalitions and as models for galvanizing American’s awareness and engagement in global health and child survival issues. Thirteen is leading the New York City regional coalition through LAB@Thirteen community outreach unit in partnership with NetAid and Amnesty International, along with CARE, Global Health Council and Concern Worldwide.

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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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