



450 West 33rd Street
New York NY 10001-2605
tel: 212.560.3022
fax: 212.560.3012
thirteen.org

media
INFORMATION

THIRTEEN/WNET RELAUNCHES THIRTEEN.ORG, A NEW ONLINE DESTINATION FOR NEW YORKERS, ON MAY 1

Thirteen/WNET is relaunching its Web site, Thirteen.org, offering New Yorkers a dynamic new destination just for them. Drawing on a vast selection of current and archival video and supplementary materials to respond in real time to breaking news and area happenings, the new Thirteen.org will prove to be an indispensable resource for New Yorkers. Presenting illuminating background and fascinating stories related to the day's arts, science and news headlines, Thirteen.org gives context to the events of the day.

The site has been overhauled to reflect the station's new priorities and initiatives. Focusing more on streaming video, Web-exclusive and user-generated content, and actively engaging visitors, Thirteen.org provides an intuitively structured site for easy navigation and interaction.

Thirteen.org will be updated all day, everyday, making it an essential online stop. At any given time, the site's top story could be that the gray wolf was officially removed from the federal endangered species list, linking to a *Nature* episode on gray wolves in Yellowstone; or that Cai Guo-Qiang's exhibition opened at the Guggenheim, linking to a *SundayArts* segment on the artist's works; or news of political wrangling in Albany over congestion pricing, linking to news segments from Thirteen's *New York Voices*, exploring how the issue developed.

-more-

Still a portal for Thirteen’s broadcast schedule, blogs, and all Thirteen and PBS program Web sites – including those for local series *SundayArts*, *Reel 13* and *New York Voices* and national series like *American Masters*, *Frontline* and *The NewsHour* – Thirteen.org extends the station’s mission to serve the tri-state community through public media.

The relaunch of Thirteen.org is the latest in a series of online programming initiatives and advances from Thirteen’s Internet & Broadband Department. Recent innovations include: weekly online voting for short film for the station’s Saturday night movie line-up, [Reel 13](#); the living archive of New Yorkers’ World War II experiences that were collected as part of the [New York War Stories Project](#); a similar effort to collect stories of Navy sailors as part of the station’s presentation of the new PBS series [Carrier](#); and the recent live streaming of the New York Philharmonic’s North Korea concert in March on [Video Thirteen](#).

.....

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*, *Exposé*, *Bill Moyers Journal*, and *Cyberchase* 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 *New York Voices*, *Reel 13* and *Sunday Arts*. 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.

.....

Press Contact:

Deirdre Branley
Thirteen
212.560.3130
branley@thirteen.org

Gloria Park
Thirteen
212.560.3130
parkg@thirteen.org