



FOR IMMEDIATE RELEASE
MEDIA NEWS

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For Immediate Release:
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WXEL LAUNCHES PBS KIDS GO!® WRITERS CONTEST

Local Contest part of effort to mobilize children across America to write and illustrate their own stories

January 29, 2010 Boynton Beach, FL – WXEL is launching the **PBS KIDS GO! Writers Contest**, a national competition designed to promote the advancement of children’s reading skills through hands-on, active learning. The effort encourages children in grades K-3 in WXEL’s South Florida viewing area, and in communities across the country, to celebrate the power of creating stories and illustrations by submitting their own original stories and illustrations.

Applications will be available starting on Friday, January 29, 2010 at www.wxel.org/kidswritingcontest.html. Stories along with the entry form should be sent by mail or else delivered to: WXEL DTV, Attn: Samantha Conde, 3401 S. Congress Ave., Boynton Beach FL 33426. All entries must be received by the deadline of Friday, April 9, 2010. *WXEL serves the West Palm Beach, Florida market, and counties included in the WXEL viewing area are Palm Beach, Broward, Martin, St. Lucie, Indian River, Okeechobee, and Hendry among others.* Sponsors include the Schoolhouse Children’s Museum in Boynton Beach and www.CoolReadings.com.

“We know from research that there is an important connection between writing and the development of early literacy skills, critical cornerstones for school readiness and achievement,” said Lesli Rotenberg, Senior Vice President, Children’s Media, PBS. “PBS KIDS GO! uses the power of media to open up the worlds of letters and words for all children, encouraging them to explore ways to communicate more effectively.”

WXEL will actively partner with schools, public libraries and other literacy organizations to implement the Contest. Children will be encouraged to write and illustrate stories and submit them to WXEL, which will select winners and award prizes. First place local winners will be entered into the national level of the Contest where a renowned panel of judges will identify the national winners. Winners will be announced and national prizes, including laptops, digital cameras and MP3 players will be awarded in summer 2010.

“Kids naturally have a keen sense of curiosity and incredible imaginations,” said Jerry Carr President and CEO WXEL. “**The PBS KIDS GO! Writers Contest** will provide a safe virtual community forum for the South Florida children to express their ideas while fostering key early literacy skills such as story-telling.”

Each child received a Certificate of Achievement signed **PBS KIDS GO!**. The winning authors also received a **PBS KIDS GO!** package full of gifts such as books, games, and more at the Winners Celebration on May 2010 at Schoolhouse Children’s Museum, plus all the children get the opportunity to share a video of themselves reading their stories online on www.CoolReadings.com. where family and friends can watch them!

Applications and additional information will be available beginning January 27, 2010 on www.wxel.org/kidswritingcontest.html. In addition, a new **PBS KIDS GO! Writers Contest** Web site at pbskids.org/read will launch in early 2010. It will include the winning stories in each of the Contest categories, as well as a searchable archive.

For more information about the contest please contact Samantha Conde – Education Specialist at 561-737-8000 ext. 4466 or education@wxel.org. Visit the WXEL web site <http://wxel.org>.

The **PBS KIDS GO! Writers Contest** extends the powerful tradition and annual success of the 15 year national “*Reading Rainbow* Young Writers and Illustrators Contest,” originally created by WNED-TV Buffalo/Toronto and NET Nebraska. The new Contest is produced by WNED-TV, Buffalo/Toronto and PBS.

“WNED is proud to continue its leadership role in literacy for public television through the **PBS KIDS GO! Writers Contest**,” said WNED President and CEO Donald K. Boswell. “Building on the important legacy of *Reading Rainbow*, this new contest ushers the powerful mission of our programs directly into the homes and classrooms of the community, motivating young students to create and imagine.”

The PBS KIDS GO! Writers Contest is produced by WNED-TV, Buffalo/Toronto and PBS, and is part of PBS KIDS Raising Readers, a national initiative which uses the power of public media to build the reading skills of children ages 2-to-8, with an emphasis on children from low-income families. The effort is funded by a Ready To Learn grant from the U.S. Department of Education, part of a cooperative agreement with the Corporation for Public Broadcasting (CPB), PBS and The Ready To Learn Partnership

About WXEL TV/FM

WXEL 90.7FM, the region's public radio station, signed on the air in 1969 as an educational conduit to the community. WXEL 90.7FM is affiliated with NPR, National Public Radio. In addition to the programming of NPR, WXEL 90.7FM airs locally produced programming such as *Classical Variations*, *Florida Forum*, *Uncorked!*, *On The Money!* and *WXEL's Opera Theater*. Locally produced programming for 90.7FM totaled more than 840 hours in the past year.* WXEL is a member of The Palm Beach County Cultural Council, which is the largest private local cultural agency in Florida. Since its formation in 1978, the cultural council's mission has remained unchanged: to develop, coordinate and promote cultural activities throughout Palm Beach County, "Florida's Cultural Capital."

WXEL-DTV42, the area's public television station, signed on the air in 1982. WXEL Television is affiliated with PBS, the Public Broadcasting Service. Digital TV42 airs shows serving the educational, cultural and entertainment needs of the community with acclaimed national programming such as *The News Hour with Jim Lehrer* and local programming, including *Cooking Without Looking*. Digital TV42-1 airs PBS programming, digital TV42-2 airs Create, digital 42-3 airs V-me (Spanish-language educational television), and digital TV42-4 airs The Florida Channel/Florida Knowledge Network. In the past year, Digital TV42 has aired more than 1,100 hours of locally produced programming.

*Source: January 09/January 10 WXEL Internal Reports
WXEL-DTV42 and 90.7FM are a service of Barry University.

About PBS KIDS and PBS KIDS GO!

PBS KIDS, for preschoolers, and PBS KIDS GO!, for early elementary school kids, offer all children the opportunity to explore new ideas and new worlds through television, online and community-based programs. With positive role models and content designed to nurture a child's total well-being, PBS's children's media and family and educator resources - including PBS KIDS and PBS KIDS GO! television series, PBSKIDS.org, PBSKIDSGO.org, PBS Parents (PBSPARENTS.org), PBS Teachers (PBSTEACHERS.org), PBS KIDS Raising Readers and literacy events across the country - leverage the full spectrum of media, technology and community to build knowledge, critical thinking, imagination and curiosity. Empowering children for success in school and in life, only PBS KIDS and PBS KIDS GO! have earned the unanimous endorsement of parents, children, industry leaders and teachers. In September 2008, PBS KIDS GO! launched its video player (PBSKIDSGO.org/video), featuring hundreds of video clips and dozens of full-length episodes. Since launch, the site is averaging 1.3 million streams per week.

PBSKIDS.org averages nine million unique visitors a month. PBS is a nonprofit media enterprise owned and operated by the nation's 356 public television stations, serving more than 115 million people on-air and online each month. For more information on specific shows supporting literacy, science, math, and more, visit PBS.org/pressroom.

About WNET

The Western New York Public Broadcasting Association (WNET) long ago established itself as an originator of television content for PBS. WNET is the founder and national co-producer of the *Reading Rainbow* series which garnered a total of 26 Emmy Awards, ten of which were for "Outstanding Children's Series." WNET was the producer of the popular *Mark Russell Comedy Specials* for PBS and is a producer of major documentaries for PBS national distribution. A series of WNET documentaries (*Your Life Your Money*, *Window to the Sea*, *Niagara Falls*, *Frank Lloyd Wright's Buffalo*, *The Marines*, *The Adirondacks*, *Fort Niagara: The Struggle for a Continent*) have been broadcast nationally on PBS since 2005. *Elbert Hubbard: An American Original* is WNET's next PBS production and is scheduled for broadcast on November 23, 2009. WNET is currently producing several documentaries slated for national PBS broadcast in the coming years including the *War of 1812* and a special on the Chautauqua Institution.

About CPB

CPB, a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government's investment in public broadcasting. It helps support the operations of more than 1000 locally owned and operated public television and radio stations nationwide, and is the largest single source of funding for research, technology, and program development for public radio, television, and related on-line services.

The PBS KIDS GO! Writers Contest is part of PBS KIDS Raising Readers, which is funded in part by a Ready To Learn grant, in a cooperative agreement with the U.S. Department of Education and the Corporation for Public Broadcasting.

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