

thirteen & WLIW21

present...

- **Conference**
- **Exhibits**
- **Town Hall**
- **Concert**
- **Awards**

Provides a new, live dimension designed to engage, inspire, and recognize tristate teachers, administrators, students and parents.

Celebration of Teaching and Learning™

March 24-25, 2006

**Pier 94-The UnConvention Center
12th Avenue at 55th Street
New York City, New York**

teaching & learning™



thirteen WLIW21

www.thirteencelebration.org

Exhibits

300 vendor exhibit booths • 20,000 tristate administrators, teachers and parents • author readings • Thirteen and WLIW21 franchise features: *Cyberchase*, *Colonial House*, *Jakers!*, *Nature*, *American Masters*, *Wide Angle*



Professional Development Conference

7,000 teachers and administrators

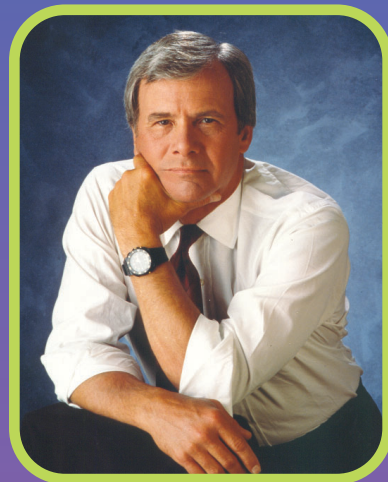
Speakers

Donna Alvermann • Geoffrey Canada • Milton Chen • James Comer • Roger Farr • Kathleen Leos • Sally Shaywitz • Dorothy Strickland • Harry Wong



Town Hall and Meetings

7,000 community members
Tom Brokaw, host



Concert

World-class Talent

Awards

Awards to schools for excellence



For more information, please contact:

RONALD THORPE

Vice President and Director of Education

Thirteen/WNET

212.560.4900

info@thirteencelebration.org

www.thirteencelebration.org



thirteen WLIW21

www.thirteencelebration.org

450 West 33rd Street
New York NY 10001-2605
www.thirteen.org
www.wliw.org

**CELEBRATION OF TEACHING AND LEARNING™
LAUNCH ANNOUNCEMENT**

William F. Baker
Co-chair

Meredith Brokaw
Co-chair

**June 8, 2005, 11:00 a.m.
Thirteen Studios**

Welcome

**William F. Baker
Co-Chair, Celebration of Teaching and Learning**

**Meredith Brokaw
Co-Chair, Celebration of Teaching and Learning**

Remarks

**Ron Thorpe
Vice President and Director of Education, Thirteen/WNET**

**Randi Weingarten
President, United Federation of Teachers**

**Elaine Carman
Middle School Mathematics Instructional Specialist
New York City Department of Education**

**Burt Saxon
Teacher, James Hillhouse High School, New Haven, CT**

**Frank Beluscio
Director of Communications, New Jersey School Boards Association**

Closing Remarks

**William F. Baker
Co-Chair, Celebration of Teaching and Learning**

Lunch will be served in the Kellen Room immediately following the event



thirteen WLIW21

www.thirteencelebration.org

450 West 33rd Street
New York NY 10001-2605
www.thirteen.org
www.wliw.org

FOR IMMEDIATE RELEASE

William F. Baker
Co-chair

Meredith Brokaw
Co-chair

Contacts: Matt Cobey
Widmeyer Communications
(212) 260-3401 or (917) 650-3248
Matt.cobey@widmeyer.com

Kellie C. Specter
Thirteen/WNET New York
(212) 560-3009
Specter@thirteen.org

**Thirteen/WNET and WLIW 21
To Present the Biggest Educational Event of its Kind
in the Tri-State Area**

*March 2006 Celebration of Teaching and Learning™
To Attract 20,000 Educators and Over 200 Exhibitors*

** Event to Feature Professional Development for Teachers with Leading Experts in Education, Town Hall Meeting Hosted by Tom Brokaw, and Sessions Featuring the Best of Thirteen's Educational Programming*

New York, NY – June 8, 2005 – Thirteen/WNET New York and WLIW21, the public television stations of the New York, New Jersey and Connecticut tri-state area, today announced that they will be presenting the *Celebration of Teaching and Learning*, an event saluting the nearly 300,000 educators in the tri-state area. The *Celebration* is to take place at Pier 94 in New York, March 24-25, 2006. The announcement was made at Thirteen's studios in Manhattan by *Celebration of Teaching and Learning* Co-Chairs William F. Baker, CEO of Thirteen and WLIW, and Meredith Brokaw, a Trustee of the Educational Broadcasting Corporation.

Over 20,000 teachers from the tri-state area are expected to participate in the *Celebration*, which will feature:

- two days of professional development seminars delivered by nationally recognized experts
- a trade show and exhibit hall featuring over 300 organizations with an interest in teaching and learning
- a Town Hall meeting with Tom Brokaw moderating a discussion on education policy
- a special awards ceremony honoring effective and innovative teaching and learning projects using the media.

Celebration of Teaching and Learning

Page Two

“One of public television's key missions is to use the power of electronic media to create innovative educational opportunities,” said Baker. “Through the landmark *Celebration of Teaching and Learning*, Thirteen/WNET and WLIW will increase awareness about public television's educational resources, open new channels of communication among education professionals, pay tribute to the most inspiring teachers in the tri-state area, and play a leading role in working to address the many challenges facing teachers and learners in our community.”

Confirmed speakers for the professional development conference will feature leading experts on topics of vital interest to local educators – primary and adolescent literacy; cognitive learning and scientifically based research; assessment, accountability, and school reform; bilingual education; and effective teaching. Participants include:

- Donna Alvermann, a leading author, nationally known researcher and speaker on adolescent literacy
- Geoffrey Canada, President of Harlem’s Children Zone
- Milton Chen, a specialist on educational media from the George Lucas Educational Foundation
- James Comer, founder of the Comer School Development Program at Yale University
- Roger Farr, former president of the International Reading Association and nationally recognized advisor on assessment
- Kathleen Leos, Associate Assistant Deputy Secretary and Senior Policy Advisor to the Office of English Language Acquisition (OELA) in the U.S. Department of Education in Washington, D.C.
- Sally Shaywitz, professor of pediatrics and child study at the Yale University School of Medicine and a member of the National Reading Panel
- Dorothy Strickland, State of New Jersey Professor of Reading at Rutgers University, former president of the International Reading Association, and a specialist in learning disabilities
- Harry Wong, a popular speaker and best-selling author on the subject of classroom management. His book “The First Days of School,” has sold over 2.4 million copies.

In addition, the *Celebration* will provide dozens of hands-on learning opportunities with practical, interactive exercises covering all content levels for K-12 teachers. Special *In the Classroom* sessions will provide demonstrations of the best examples of use of the media in the classroom including Thirteen’s well-known programs, such as *Cyberchase*, *Colonial House*, *Nature* and *Wide Angle*.

“There is no harder job in the world than being a teacher -- and there's no more rewarding job, either,” said U.S. Secretary of Education Margaret Spellings in a statement of support to Thirteen/WNET and WLIW 21. “Studies show that nothing helps a child learn as much as a great teacher, and our nation's teachers deserve to be celebrated and praised for answering the call to change lives, one student at a time.”

“As a one-time aspiring teacher myself, I am awed by the sheer magnitude of the offerings being planned for the *Celebration* on the Pier in March 2006,” Connecticut Governor M. Jodi Rell wrote in a letter to Thirteen/WNET and WLIW21. “The participation by the best of the best in American education guarantees a unique, successful experience for everyone. It is a tribute to the unwavering support of our schools shown by public television that these luminaries are taking the time to share their ideas and their own commitments toward improving the lives of our children through a lifelong dedication to teaching and learning.”

Celebration of Teaching and Learning

Page Three

United Federation of Teachers President Randi Weingarten said, “What could be more fitting than for the Educational Broadcasting Corporation to sponsor a major educational event that in its breadth and depth promises to be of signal importance to educators in this area: a veritable World’s Fair of Education. I am happy to help launch an event that will do so much to help teachers and to focus attention on education.”

“Professional development for our teachers makes a real difference in our classrooms,” said Carmen Farina, New York City’s Deputy Chancellor for Teaching and Learning. “It is wonderful that so many organizations are willing to provide these opportunities to our City’s educators.”

“The partnering of an institution like Thirteen with a state-of-the-art facility like Pier 94 can only happen in one place, and that’s New York City,” said Cristyne L. Nicholas, President CEO of NYC & Company, New York’s official tourism marketing organization. “We salute Thirteen and Pier 94 for producing what will be the greatest showcase for teachers in the Greatest City on Earth. New York City looks forward to hosting the tri-state education community next March and encourages all of the *Celebration* attendees to enjoy all that this city has to offer during their visit.”

The event is being produced in partnership with ENK International, one of the nation’s preeminent producers of trade shows and exhibitions. ENK International and its affiliate, The UnConvention Center, Inc., have been working in conjunction with the City of New York to develop Pier 94 into New York City’s second exhibition center - ***The UnConvention Center***. Located at 54th Street & 12th Avenue, with a floor plate measuring 175,000 square feet, original skylights running the entire length of the building and virtually no columns, The UnConvention Center is an ideal location for *Celebration of Teaching and Learning*. The UnConvention Center has enabled New York City to retain and attract a wide variety of trade shows and to maintain New York City’s status as a top destination for trade shows and conferences.

Since Thirteen/WNET first signed on the air in 1962, New York Public television has had an enduring relationship with the education community and children in the tri-state area. Thirteen’s National Teacher Training Institute has provided professional development for over 145,000 educators across the country since it began in 1989 and its Ready to Learn Service has helped over 113,000 young children learn the basics they need to succeed when they enter school. Also, in an average month, more than 1,640,000 children age 2-11 tune to Thirteen, which is more than 65% of all the children in the tri-state area.

The *Celebration of Teaching and Learning* has received early support from more than thirty Founding Partners, organizations with an interest in education who understand the importance to the education community of events like the *Celebration*. Founding Partners include 4GL School Solutions; AMDG, Inc.; Amtrak; Children’s Financial Network, Inc.; Citigroup; Compass Learning; The Connecticut Association of Boards of Education; Curriculum Advantage; Eastern Suffolk BOCES; Harcourt, Inc.; Harris Nesbitt; Hotmath, Inc.; Houghton Mifflin School Division; Lane Berry & Co. International, LLC; Leapfrog Schoolhouse; Learning Through Sports, LLC; McGraw-Hill Companies; Microsoft Corporation; NYC & Company; Nassau BOCES; The National Urban Alliance For Effective Education; New Jersey School Boards Association; New York State School Boards Association; Pearson Education; Peoples Publishing Group; Putnam/Northern Westchester BOCES; Rockland BOCES; Scientific Learning; SONY BMG MUSIC ENTERTAINMENT; Southern Westchester BOCES; Teachers College Innovations; Teachers Support Network; United Federation of Teachers; Warburg Pincus, LLC; Weekly Reader; Western Suffolk BOCES; Wireless Generation and World Almanac.

Celebration of Teaching and Learning

Page Four

Founding Partner Amtrak will be offering discounts to all attendees traveling to the event on Amtrak. Travel Planners, the official housing company for the *Celebration*, has negotiated discount rates for attendees and exhibitors at nearby hotels. Travel Planners can be reached at 1-800-221-3531.

For more information and continuing updates on the *Celebration of Teaching and Learning*, log on to www.thirteencelebration.org. The site has information for educators, parents, students, exhibitors and sponsors.

About Educational Broadcasting Corporation

Educational Broadcasting Corporation, headquartered in New York City, is the parent company of public broadcasters Thirteen/WNET and WLIW21 New York. Thirteen is America's most-watched public television station and WLIW21 has the fourth-largest public television audience in the nation. Both stations are major producers of programming for the Public Broadcasting Service (PBS) seen on public television stations across the country. In addition to its well-known analog channels, EBC is the provider of a number of digital public television services, including Thirteen HD, Thirteen World, Kids Thirteen, WLIW Create, Thirteen On Demand, and Thirteen/PBS Kids On Demand. EBC also creates, manages and distributes a wide range of educational outreach and online programs, projects and services that extend the power and relevance of public television programming at the local, national and international levels.

###



thirteen WLIW21

www.thirteencelebration.org

450 West 33rd Street
New York NY 10001-2605
www.thirteen.org
www.wliw.org

William F. Baker
Co-chair

FREQUENTLY ASKED QUESTIONS

Meredith Brokaw
Co-chair

What is the *Celebration of Teaching and Learning*?

It is a one-of-its-kind event, hailed by one leading educator as “The World’s Fair of Education.” The *Celebration of Teaching and Learning* is a suite of related, live events designed to recognize and inspire the tri-state area education community, including teachers, administrators, school board members, students, parents and others from the world of business and policy who support education. Over a two-day period – March 24 and March 25, 2006 -- we anticipate over 20,000 friends of education will gather at Pier 94 – The Unconvention Center in New York City to participate in a professional development conference, concert, town hall meetings and visit the exhibit hall showcasing the best of teaching and learning.

Why are Thirteen and WLIW doing this?

To showcase the best. This is an opportunity for Thirteen and WLIW to pay tribute to area educators and their students by bringing together, under one roof, a showcase of imagination and inspiration.

What happens at the *Celebration of Teaching and Learning*?

The *Celebration* is unique, featuring:

- Professional development conference for 7,000 educators featuring nationally recognized experts in education – literacy and scientifically based learning, assessment, accountability, bilingual education, classroom management and school reform. In addition, there will be dozens of intimate, hands-on sessions to learn by doing with familiar Thirteen franchise features such as *Cyberchase*, *Nature*, *American Masters*, *Broadway*, *Wide Angle* and *Ready to Learn*.

- Vendor exhibits of products and services. The exhibit hall is designed to attract over 20,000 viewers will feature products and services relating to reading, mathematics, science, history, performing arts, and more, as well as readings by best selling children’s authors.
- A Town Hall meeting with Tom Brokaw moderating a discussion from opinion leaders of diverse views on educational policy relevant to the tri-state area and nationally.
- The “Thirteen Celebration Awards” presented to schools demonstrating the best of innovative and effective teaching and learning projects using the media.
- A concert with a prominent musical act to close the *Celebration*.

What makes this event different?

The mission. This is tailored to the tri-state community – Connecticut, New Jersey, and New York – representing over 300,000 educators and 2 million K-12 students. No other event has the scope, depth, or quality.

Who has signed on to speak?

Tom Brokaw will be moderating the Town Hall meeting on educational policy with panelists including Richard Mills, New York’s Commissioner of Education; Fred Carrigg, the New Jersey Director of Reading First; and Robert Rader, Executive Director of the Connecticut Association of School Boards. The professional development conference will feature nationally recognized experts on topics of vital interest to local educators – – primary and adolescent literacy; cognitive learning and scientifically based research; assessment, accountability, and school reform; bilingual education; and effective teaching. Confirmed speakers include Donna Alvermann, Geoffrey Canada, Milton Chen, James Comer, Roger Farr, Kathleen Leos, Sally Shaywitz, Dorothy Strickland, and Harry Wong.

Do Thirteen and WLIW21 plan on doing this regularly?

Yes! We plan on making the *Celebration* an annual event and also hope that it becomes a model for Thirteen and WLIW’s sister stations around the country that can work with us to create their own versions of the *Celebration of Teaching and Learning*.

What is Pier 94 – The Unconvention Center?

Located at 54th Street & 12th Avenue, the city-owned Pier 94 was built in 1959 as a shipping freight terminal. In 2000 the City of New York awarded trade show producer ENK International with a conditional designation to permanently develop it into New York City’s second exhibition center, in response to the need in New York for a venue for mid-sized trade shows and conventions. One way to think about the Unconvention

Center is to imagine an 80 floor building on its side. With a floor plate measuring 175,000 square feet, original skylights running the entire length of the building and virtually no columns, the Unconvention Center has helped attract a number of trade shows to New York, maintaining New York City's status as a top location for trade shows and conferences.

How can I get more information?

Visit our web site at www.thirteencelebration.org or call (212) 560-4900 and find out how to participate – as an educator, parent, student, exhibitor or sponsor



thirteen WLIW21

www.thirteencelebration.org

450 West 33rd Street
New York NY 10001-2605
www.thirteen.org
www.wliw.org

William F. Baker
Co-chair

FOUNDING PARTNERS

Meredith Brokaw
Co-chair

4GL School Solutions
901 Dulaney Valley Road
Suite 800
Towson, MD 21204
410.616.0300
www.4glschools.com

Founded in 1996, 4GL School Solutions Inc. is the leading provider of comprehensive management solutions for special populations. Building upon its deep expertise in special education, 4GL helps school districts more effectively manage the individualized learning process for all students receiving special services or interventions, including special education, at-risk, Section 504 and Limited English Proficient (LEP) students.

4GL works collaboratively with districts of all sizes to deliver scalable, easy-to-use software solutions that lift the immense burden of paperwork from education professionals so they can focus on the most important part of their work: educating children and improving student achievement. Focused solely on K-12 education, 4GL's proven, data-driven solutions help districts reduce paperwork, increase efficiency, improve staff morale and retention, increase revenue recovery, eliminate compliance issues, reduce unnecessary referrals to special education, and support successful achievement of individualized education plan (IEP) goals.

AMDG, Inc.
200 Galleria
Suite 2000
Atlanta, Georgia 30339
www.amdg.ws

AMDG is one of the nation's most comprehensive education and training institutions providing Internet and site-based programs to learners of all ages. Serving students in over 32 states, AMDG has created an integrated solution for accredited online curriculum, certified training and job placement services. Students in AMDG programs understand the importance of learning and are able to enjoy its benefits throughout their lives. AMDG provides education and training for life.

Amtrak
400 West 31st Street
New York, NY 10001
800-USA-RAIL
www.amtrak.com

Amtrak provides intercity passenger rail services to more than 500 destinations in 46 states on a 22,000-mile route system. For schedules, fares and information, passengers may call 800-USA-RAIL or visit Amtrak.com.

Children's Financial Network, Inc.
31 Twinbrooks Trail
Chester, New Jersey 07930
908.879.8898
www.childrensfinancialnetwork.com

Children's Financial Network, Inc. (CFN) is a company dedicated to worldwide financial literacy through the education of our youth and their parents about money and the values and life skills they'll need to be successful in the world. Financial education is one of the critical keys to success. We actively make our material available to schools both public and private, as well as after-school programs and community based organizations. Our Chairman is Neale S. Godfrey who, after a successful career in the financial world, founded CFN.

Citigroup
399 Park Avenue
2nd Floor
New York, NY 10022
www.citigroup.com

Citigroup Inc. is today's pre-eminent financial services company, with some 200 million customer accounts in more than 100 countries. Our history dates back to the founding of Citibank in 1812, Travelers Life and Annuity in 1864, Bank Handlowy in 1870, Smith Barney in 1873, Banamex in 1884, and Salomon Brothers in 1910.

Other major brand names under Citigroup's trademark red umbrella include Citi Cards, CitiFinancial, CitiMortgage, CitiInsurance, Primerica, Diners Club, Citigroup Asset Management, The Citigroup Private Bank, and CitiCapital.

CompassLearning, Inc.
9920 Pacific Heights Boulevard
San Diego, CA 92121
800.422.4339
www.compasslearning.com

CompassLearning, Inc. is a research-based technology learning solutions company that produces educational assessment, curriculum, and management tools for grades preK to 12. The company has built its business by developing solutions using scientifically-based research. Its products are aligned with and meet local, state, and national standards and facilitate compliance with the new *No Child Left Behind Act*. More than 20,000 schools use CompassLearning solutions every day.

Connecticut Association of Boards of Education (CABE)

**81 Wolcott Hill Road
Wethersfield, CT 06109
860.571.7446
www.cabe.org**

The Connecticut Association of Boards of Education serves local and regional boards of education in Connecticut and is dedicated to improving the quality of education throughout the state and the nation. CABE's membership includes 151 school districts representing 90% of the state's public school population. CABE is a leading advocate for public education at the state capitol and in Washington, DC, and offers many types of support services to local boards of education including the Board Member Academy, a continuing education program for local board of education members.

Curriculum Advantage

**215 Pearl St.
Wayne, NE 68787
888.841.4790
www.curriculumadvantage.com**

Curriculum Advantage is a research-based technology learning company that produces educational curriculum and management tools. Specifically designed for grades Kindergarten through the High School Exit Exam, the Curriculum Advantage solution aligns to local, state, and national standards. Weaving together sound educational pedagogy with state-of-the-art technology, Curriculum Advantage provides students, teachers, and administrators with software solutions that are proven to be effective in raising student performance.

Launched in 1993, Curriculum Advantage's Classworks has a sound track record for helping to educate students and consistently provides cutting edge technology tools to help classroom teachers meet the growing demand for accountability.

Curriculum Advantage's solutions are easily integrated into classroom activities that support state standards. Educator developed, research-based curriculum is correlated to local, state, and national standards. To date, the company offers more than 3,000 hours of interactive, standards-based, managed curriculum. More than 2,000 schools use Curriculum Advantage solutions daily. Curriculum Advantage has offices in Los Angeles; Austin, Texas; Wayne, Neb.

Eastern Suffolk BOCES

**James Hines Administration Center
201 Sunrise Highway
Patchogue, NY 11772-1868
631.289.2200
www.sricboces.org**

Eastern Suffolk BOCES, an educational cooperative of 51 Long Island school districts, provides educational leadership, direct instruction, management and support through quality, cost effective instructional programs and shared services. These programs and services maximize educational and career opportunities for Long Island's diverse community of life long learners, both children and adults, and enhance the operational effectiveness of its schools.

Harcourt, Inc.
6277 Sea Harbor Drive
Orlando, FL 32887
407.345.2000
www.harcourt.com

Harcourt is a global education company serving students and teachers in PreK through grade 12, adult learners, and readers of all ages. Harcourt companies provide a variety of books, print, and electronic learning materials, assessments, and professional development programs.

The Harcourt Companies include: Harcourt School Publishers, Holt, Rinehart and Winston, Harcourt Achieve, Rigby, Steck-Vaughn, Harcourt Assessment, Inc., Classroom Connect, Heinemann-Raintree, Greenwood Publishing Group, Harcourt Religion Publishers, Harcourt Trade Publishers, and Harcourt International.

Harris Nesbitt
3 Times Square
New York, NY 10036
212.883.5156
www.harrisnesbitt.com

Harris Nesbitt is the U.S. investment and corporate banking practice of BMO Financial Group. With over 1,000 employees in offices in 10 major cities across the U.S., we offer clients a broad range of products and services including financial advisory, mergers and acquisitions, and capital raising services; cash management, treasury, and market risk management solutions; and research, sales and trading services. Harris Nesbitt is uniquely positioned to support mid-sized public and private companies operating in today's complex business environment.

Hotmath, Inc.
18 Sunset Drive
Kensington, CA 94707
510.524.5525
www.hotmath.com

Hotmath is based on education research from 1990 to 1994: students learn and retain mathematical concepts better when they can view worked-out solutions to about half of their homework problems. Hotmath, Inc. is based in Kensington, California, and was founded in 2000 by math educators.

Houghton Mifflin School Division
222 Berkley St.
Boston, MA 02116
http://www.hmco.com/divisions/school_division.html

Houghton Mifflin Company offers a comprehensive set of solutions by providing the core instruction, intervention and remediation, supplemental resources, and assessments necessary to help measure and improve student performance for every child, every step of the way.

Lane, Berry & Co. International, LLC
100 Federal Street
33rd Floor
Boston, MA 02110
617.624.7000
www.laneberry.com

Lane Berry was formed in 2002 by Frederick C. Lane and Robert. M. Berry, two veteran investment bankers previously with Donaldson, Lufkin & Jenrette (DLJ). As industry consolidation led to the demise of Wall Street's traditional independent firms including ~DLJ; Kidder Peabody; Salomon Brothers; Montgomery Securities; Alex Brown and others, the founding partners saw clearly a unique opportunity to build a new, decidedly independent, national investment banking firm.

At Lane Berry they believe in traditional investment banking, long-term client relationships and success. Their senior bankers choose to advise clients with hands-on involvement in a highly entrepreneurial culture free from conflicts inherent in acting as lender, investment research source, investment and merchant banker. Objectivity and independence are essential to the value of their advice to clients. Lane Berry clients count on their experience, their partnership and their passionate commitment to helping them meet their growth objectives.

Leapfrog Schoolhouse
6401 Hollis Street
Suite 150
Emeryville, CA 94608
510.420.5100
www.leapfrogschoolhouse.com

LeapFrog SchoolHouse publishes research-based assessment and curriculum content for the PreK - Grade 8 education market. Its interactive, multisensory curriculum programs and electronic learning aids are enhanced by LeapFrog's proprietary Personal Learning Tools (PLTs). The division's comprehensive instructional classroom programs enable teachers to personalize student instruction, instantly assess and monitor student progress relative to state and national standards, and easily integrate into classroom learning. LeapFrog SchoolHouse™ product areas currently include assessment, reading, language arts, math, English language development, and early literacy.

LeapFrog Schoolhouse's multisensory products currently reach students in over 40,000 classrooms across the U.S. with over 200 interactive books and 450 skill cards, representing more than 6,000 pages of educational content. LeapFrog SchoolHouse is a business division within the Education & Training Group of LeapFrog Enterprises, Inc.

Learning Through Sports, LLC
33 Inverness Center Parkway
Suite L110
Birmingham, AL 35242
205.980.8594
www.learningthroughsports.com

Learning Through Sports is an education publisher using interactive sports games to teach core subject areas and behavioral skills development for grades K-12. The company publishes Kid's

College, a Web-based math and language arts/reading program, STAR Sportsmanship, a Web-based role-playing program for youth teaching how to make good decisions on and off the playing field, and provides Edugaming services for corporations and athletic organizations teaching youth a variety of skills utilizing highly engaging, custom branded online sports games.

Our unique content delivery methodology generates unprecedented motivation and is scientifically proven through independent research studies to improve learning.

McGraw-Hill Companies
1211 Avenue of the Americas
New York, NY 10020
www.mcgraw-hill.com

Founded in 1888, The McGraw-Hill Companies is a leading global information services provider meeting worldwide needs in the financial services, education and business information markets through leading brands such as Standard & Poor's, McGraw-Hill Education and BusinessWeek. The Corporation has more than 280 offices in 37 countries. Sales in 2004 were \$5.3 billion.

Microsoft Corporation
One Microsoft Way
Redmond, WA 98052-7329
425.882.8080
www.microsoft.com

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

NYC & Company
810 Seventh Avenue
New York, NY 10019
212.484.1200
www.nycvisit.com

NYC & Company, the city's official tourism marketing organization, is a private, membership-based non-profit dedicated to building New York City's economy and positive image through tourism and convention development, major events and the marketing of the city on a worldwide basis.

Nassau BOCES
71 Clinton Road
Garden City, NY 11530
516.396.2500
www.nassauboces.org

The Board Of Cooperative Educational Services of Nassau County (Nassau BOCES) serves the 56 school districts of Nassau County, Long Island, by providing cost-effective shared services, including career training for high-school students and adults, special education, alternative schools, technology education, and teacher training, as well as dozens of programs to expand educational opportunity and help districts operate more efficiently. Our agency, which was created in 1967, is the youngest — and the largest — of the 38 BOCES in NY state. All of the BOCES are made possible by legislation passed in 1948.

National Urban Alliance (NUA) for Effective Education

One Hollow Lane

Suite 100

Lake Success, NY 11042

800.NUA.4566

www.nuatc.org

The mission of the National Urban Alliance for Effective Education (NUA) is to substantiate in the public schools of urban America an irrefutable belief in the capacity of all children to reach the high levels of learning and thinking demanded by our ever-changing global community.

The work of NUA is focused on learning and teaching. A network of exceptionally qualified consultants around the country provides ongoing professional development activities for teachers, principals and other school personnel to improve classroom instruction. NUA consultants are practicing teachers and university faculty who emphasize instructional strategies based upon the latest research on concept and cognitive development, reasoning, thinking, and higher-order comprehension skills.

New Jersey School Boards Association

413 West State Street

PO Box 909

Trenton, NJ 08605-0909

609.695.7600

www.njsba.org

Established in 1914, the New Jersey School Boards Association is a federation of all of the state's local boards of education. The 4,800 local board members who comprise our membership are the largest group of elected and appointed public officials in New Jersey. The Association provides inservice training and technical assistance to these members, all of whom serve without compensation. In addition, the Association advocates the education, health and safety interests of New Jersey's public school students and school districts.

Local board of education members are the Association's core member group. However, NJSBA extends the privilege of associate membership to individuals and organizations whose work or interests address the concerns and mission of the Association.

New York State School Boards Association

24 Century Hill Drive

Suite 200

Latham, NY 12110-2125

518.783.0200

www.nyssba.org

The New York State School Boards Association serves as the statewide voice of more than 700 school boards of education. The collective influence of some 5,000 school board members, who constitute half the elected officials in the state, enables the Association to work toward the benefit of the elementary and secondary public school system in New York State. School board members are the educational leaders of their communities; they determine policies that govern the operation of their local public school system.

The Association provides current information and advice on matters affecting school boards and cooperates with other educational and related organizations in promoting excellence in education. Consistent with their dedication to children, learning and the community, the Association provides advocacy and other services to public school boards.

Pearson Education
One Lake Street
Upper Saddle River, NJ 07458
201.236.7000
www.pearsoned.com

Educating 100 million people worldwide, Pearson Education is the global leader in integrated education publishing. With such renowned brands as Pearson Prentice Hall, Pearson Longman, Pearson Scott Foresman, Pearson Addison Wesley, Pearson NCS, and many others, Pearson Education provides quality content, assessment tools, and educational services in all available media, spanning the learning curve from birth through college and beyond. Pearson Education is also the global leader in online learning with nearly 2,000 textbook companion Web sites, the InformIT Website for technology professionals, and the Family Education Network, the award winning online resource for parents, teachers, and children.

Peoples Publishing Group
229 Market Street
Saddle Brook, NJ 07663
800.822.1080
www.peoplespublishing.com

The Peoples Publishing Group, a subsidiary of Peoples Educational Holdings, Inc., is a school publisher and distributor of supplemental materials for grades pre-K through 12. In 1990, Peoples Publishing was founded by Jim Peoples and Diane Miller, both of whom have teaching backgrounds and experience in educational publishing. PPG has shown tremendous growth and will continue to grow as a result of working with authors and editors who are experts in curriculum, dedicated professional employees who understand school needs, and experienced management trained at Fortune 500 companies.

Putnam/Northern Westchester BOCES
200 BOCES Drive
Yorktown Heights, NY 10598-4399
914.245.2700
www.pnwboces.org

Putnam/Northern Westchester BOCES serves approximately 35,000 preschoolers through 12th graders, plus thousands of adults in 18 school districts: Bedford, Brewster, Briarcliff, Carmel, Chappaqua, Croton-Harmon, Garrison, Haldane, Hendrick Hudson, Katonah-Lewisboro, Lakeland, Mahopac, North Salem, Ossining, Peekskill, Putnam Valley, Somers and Yorktown. We also serve school districts and municipalities in Rockland, Southern Westchester and Dutchess counties.

Rockland BOCES
65 Parrot Road
West Nyack, NY 10994
845.627.4700
www.rocklandboces.org

Rockland BOCES is uniquely positioned to provide educational services for students of all age levels and abilities. Their success depends on a series of cooperative efforts among students, educators, parents, community members and business people.

Their component school districts are provided programs in Career/Technical/Alternative Education, Special Education, and Adult Education. Through their Instructional Services they also provide professional training and staff development, which place a continuing emphasis on program quality and responsiveness to district needs.

Dedicated staff members, teachers, administrators and board members continue to work hard to position BOCES as an invaluable resource to nine school districts and thousands of community members that they serve.

Scientific Learning
300 Frank H. Ogawa Plaza
Suite 600
Oakland, CA 94612-2040
888.665.9707
www.scilearn.com

Founded in 1996, Scientific Learning (NASDAQ: SCIL) combines the latest advances in brain research and proprietary technology to create products and services that develop learning and communication skills. Based on more than 30 years of neuroscience research, Scientific Learning's Fast ForWord® family of products use patented technology to target the language and reading skills widely recognized as the keys to all learning. Each product's interactive exercises integrate proprietary CD-ROM and Internet technology to create an optimal learning environment that adapts to the level of each student. Patented Web-based tracking tools provide ongoing monitoring of each student's progress.

SONY BMG MUSIC ENTERTAINMENT
New York, NY
www.sonybmg.com

SONY BMG MUSIC ENTERTAINMENT is a global recorded music joint venture with a roster of current artists that includes a broad array of both local artists and international superstars, as well as a vast catalog that comprises some of the most important recordings in history. SONY BMG MUSIC ENTERTAINMENT is 50% owned by Bertelsmann A.G. and 50% owned by Sony Corporation of America.

Southern Westchester BOCES**17 Berkley Drive****Rye Brook, NY 10573****914.937.3820****www.swboces.org**

The Southern Westchester Board of Cooperative Educational Services (SW BOCES) was established in 1948 by the New York State Commissioner of Education and the Board of Regents to provide shared educational and management services to schools and school districts in our geographic region. From those beginnings, SW BOCES has grown to offer hundreds of cooperative, cost-efficient services to school districts in the region, encompassing 187 different schools, 104,000 students, and more than 650,000 adults who live and work here.

Teachers College Innovations**TC Innovations****307 Fifth Avenue****New York, NY 10016****212.404.7821 x104****www.tcinnovations.net**

Each year, thousands of idealistic women and men enter the teaching profession motivated by a desire to help children and by the belief that education is the best and most enduring road out of poverty. In 2001, Teachers College established Teachers College Innovations to meet the needs of educators who are committed to transforming our schools, one classroom at a time. Teachers College Innovations has developed professional development programs for educators that address the challenges of recruitment, quality, and retention.

Currently, Teachers College Innovations is partnering with school districts in Alabama, Georgia, Mississippi, New York, Pennsylvania, Tennessee, Texas, and Washington, DC.

Teachers Support Network**211 Nassau Street****Princeton, NJ 08542-4601****609.921.7955****877.368.3224****www.teacherssupportnetwork.com**

Teachers Support Network serves schools wishing to recruit highly qualified teachers as well as aspiring or certified teachers who are seeking employment.

Educators Central provides capabilities to support both individual schools and their districts in employment application tracking, hiring and completing workforce for education jobs and No Child Left Behind reporting. It also serves as a completely outsourced Induction/Pre-service Orientation Academy that ensures that newly placed teachers receive the pedagogical support and the ongoing teaching-community support and mentoring necessary to guarantee their success.

Teachers Central is a free membership Web site for aspiring and current teachers to help locate education jobs and develop their teaching careers. After completing a profile of credentials, experience, and special interests or needs, *Teachers Central* instantly matches candidates to appropriate teaching opportunities. The profiles are available for viewing by member schools and districts with education jobs available through Teacher Support Network. Members have access

to a news service that provides current information relating to teachers, teaching, and other topics of interest to educators.

Teachers Central and *Educators Central* provide a comprehensive approach to the teaching candidate continuum, intended to provide dramatic results, more cost-effective recruitment and placement, and improvements to long-term retention consistent with the mandate of No Child Left Behind.

United Federation of Teachers

**52 Broadway
New York, NY 10004
212.777.7500
www.uff.org**

With more than 140,000 members, the UFT is the sole bargaining agent for most of the non-supervisory educators who work in the New York City public schools. It represents approximately 74,000 teachers and 17,000 classroom paraprofessionals, along with school secretaries, attendance teachers, guidance counselors, psychologists, social workers, education evaluators, nurses, laboratory technicians, adult education teachers and 32,000 retired members.

The UFT also represents teachers and other employees of some private educational institutions. The allied Federation of Nurses/UFT represents some 2,500 registered nurses of the New York City Visiting Nurse Service and several private New York City hospitals and health care institutions.

Warburg Pincus LLC

**466 Lexington Avenue
New York, NY 10017-3147
212.878.0600
www.warburgpincus.com**

Since 1971, Warburg Pincus has invested more than \$16 billion in 480 companies in 30 countries. The firm currently has approximately \$9 billion under management and \$5 billion available for investment in a range of industries including: media and business services, information and communication technology, financial services, healthcare, energy and real estate. Throughout its 35-year history in private equity, the firm has invested at all stages of a company's life cycle, from founding start-ups and providing growth capital to leading restructurings, recapitalizations and buy-outs. Warburg Pincus has been the lead investor in such leading enterprise software and financial services companies as BEA Systems, VERITAS Software, Dime Bancorp Inc., Mellon Bank Corporation and Renaissance Re Holdings Ltd.

Weekly Reader

**200 First Stamford Place
Stamford, CT 06912
www.weeklyreader.com**

Weekly Reader Corporation is a leader in educational publishing. Created in 1902, Weekly Reader® publishes 16 magazines and a variety of other supplemental products that reinforce curriculum, help teachers meet standards, and engage students. All sixteen magazines have won awards for excellence in educational journalism. Weekly Reader® currently serves approximately 9 million students and 300,000 teachers nationwide.

Weekly Reader Corporation is part of WRC Media Inc., a leading publishing and media company that creates and distributes innovative supplementary education materials for the school, library, and home markets. In addition to Weekly Reader Corporation, WRC Media's operating companies include AGS Publishing, CompassLearning®, World Almanac Education Group, Inc., and WRC Consumer and Custom Publishing Group, which together market some of the best-known brands in educational publishing.

Western Suffolk BOCES
507 Deer Park Road
Huntington Station, NY 11746-9007
631.549.4900
www.wsboces.org

One of three BOCES on Long Island, Western Suffolk BOCES provides 79 services to two or more districts more economically and efficiently than one district alone can provide. Western Suffolk BOCES helps preschoolers, school age children and adults gain the skills and knowledge they need to be successful in the workplace.

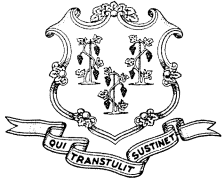
Wireless Generation
11 East 26th Street
14th Floor
New York, NY 10010-1422
212.213.8177
www.wirelessgeneration.com

Wireless Generation is the leading developer of preK-12 observational assessment software. With its suite of handheld computer-based assessments for early reading and math, the company has transformed the way educators collect and use assessment data, helping to create a culture of continuous feedback and improvement in classrooms. Wireless Generation continues to develop new products based on its mission of using technology to maximize the educational value of every teacher-student interaction.

World Almanac
512 Seventh Avenue
22nd Floor
New York, NY 10018
646.312.6800
www.worldalmanac.com

World Almanac Books, based in New York City, is a division of World Almanac Education Group, an operating unit of WRC Media Inc. World Almanac Education Group comprises World Almanac Books, Facts On File News Services, Gareth Stevens Publishing, Funk & Wagnalls, and World Almanac Education Library Services.

Since 1868, The World Almanac has been synonymous with quality and authority. *The World Almanac And Book Of Facts* is a perennial bestseller and appears in virtually every reference collection worldwide. In 1998, the American Library Association named *The World Almanac* one of the three most important information sources found in libraries.



STATE OF CONNECTICUT
EXECUTIVE CHAMBERS

M.JODI RELL
GOVERNOR

June 8, 2005

I am delighted to be able to lend my enthusiastic support to the inaugural "Celebration of Teaching and Learning" being presented by Thirteen/WNET and WLIW-21.

A top priority of any policy-maker is always children, and the top priority for children is always education. The commitments made by Thirteen/WNET and WLIW-21 to teachers, children, parents and the best ideas and ideals in American education inspire all of us. Showcasing these commitments at the Celebration will also have the additional benefit of inspiring and motivating more young men and women toward becoming teachers.

As a one-time aspiring teacher myself, I am awed by the sheer magnitude of the offerings being planned for the Celebration on the Pier in March 2006. The participation by the best of the best in American education guarantees a unique, successful experience for everyone. It is a tribute to the unwavering support of our schools shown by public television that these luminaries are taking the time to share their ideas and their own commitments toward improving the lives of our children through a lifelong dedication to teaching and learning.

After all, it's been said that learning begins with the need for motivation. Surely Thirteen/WNET and WLIW-21's "Celebration of Teaching and Learning" will motivate all of us – as teachers, parents, policy-makers – to better prepare our children for a lifetime of learning.

Best wishes for a fabulous event!

Sincerely,

A handwritten signature in cursive script that reads "M. Jodi Rell".

M. Jodi Rell
Governor



State of New Jersey

DEPARTMENT OF EDUCATION
PO Box 500
TRENTON, NJ 08625-0500

RICHARD J. CODEY
Acting Governor

WILLIAM L. LIBRERA
Commissioner

June 6, 2005

Mr. Matt Cobey
Widmeyer Communications
1825 Connecticut Avenue, NW
Fifth Floor
Washington, D.C. 20009

Dear Mr. Cobey:

The Celebration of Teaching and Learning promises to be an exciting and valuable learning experience for teachers, school leaders, students and their parents. Thirteen/WNET should be commended for its support of quality education through events such as this. This conference offers the education communities of all three states involved the opportunity to come together, learn and share perspectives on their educational missions.

Sincerely,

A handwritten signature in black ink, appearing to read "W. Librera".

William L. Librera, Ed.D.
Commissioner

WLL/RTC/JD/EAS/cb:r:cobeymatt

c: Richard Ten Eyck
Jay Doolan
Eileen Aviss-Spedding