

Press Contact:  
Lindsey Bernstein, WNET  
212-560-6609; BernsteinL@wnet.org

Press Materials: [thirteen.org/pressroom](http://thirteen.org/pressroom) / [wliw.org/21pressroom](http://wliw.org/21pressroom)  
Website: [scitechnow.org](http://scitechnow.org)  
Facebook: [facebook.com/SciTechNow](https://facebook.com/SciTechNow)  
Twitter: [@SciTechNow](https://twitter.com/SciTechNow)

## **WNET Expands Major Market Group Content Sharing Initiative with the Launch of New Series, *SciTech Now***

Following the success of two seasons of the Arts and Culture Major Market Group Content Sharing Initiative, [WNET](http://WNET), parent company of New York's public television stations [THIRTEEN](http://THIRTEEN) and [WLIW21](http://WLIW21) and operator of [NJTV](http://NJTV), has extended its video and web content sharing initiative to tackle topics including technology, scientific discovery and innovation.

The initiative, which will focus on “the nexus of new ideas,” will feature ***SciTech Now***, a fully produced half-hour newsmagazine program hosted by **Hari Sreenivasan**, anchor of *PBS Newshour Weekend* and a senior correspondent for the nightly program. ***SciTech Now*** will premiere in the New York metro area on Wednesday, October 1 at 7 p.m. on WLIW, Thursday, October 2 at 10 p.m. on NJTV and Saturday, October 4 at 6:30 p.m.

The upcoming program launch will cover such topics as 3D printing, drones, tech startups, women in technology, wi-fi hotspots in cities and the future of the universe.

Much like the Arts and Culture Initiative, which is about to enter its third season, the new Technology Content Management Initiative will facilitate sharing of video and Web content produced by the participating Major Market Group (MMG) stations, some non-MMG stations and by various partners to be announced.

Additionally, the broadcast package will include a line-up, script, video segments, credit roll, music and graphics. Local stations can thus present the show intact or

modify the show lineup, adding original content and local talent to meet their market's needs.

WNET will also create a corresponding Web site ([www.scitechnow.org](http://www.scitechnow.org)) with video content, interactive features and exclusive Web content.

"Technology continues to become further integrated into our everyday lives," said WNET's President and CEO Neal Shapiro. "The proven system of the MMG Content Sharing Initiative will allow participating stations to explore the topic in a way that best suits its community's needs."

For the MMG Content Management Sharing System, Diane Masciale is executive producer; Saskia Chanoine, Ally Gimbel and Hillary Sieber are producers; John Servidio is vice president; Neal Shapiro is executive in charge.

# # #

#### **About WNET**

As New York's flagship public media provider and the parent company of THIRTEEN and WLIW21 and operator of NJTV, WNET brings quality arts, education and public affairs programming to over 5 million viewers each week. WNET produces and presents such acclaimed PBS series as Nature, Great Performances, American Masters, PBS NewsHour Weekend, Charlie Rose and a range of documentaries, children's programs, and local news and cultural offerings available on air and online. Pioneers in educational programming, WNET has created such groundbreaking series as Get the Math, Oh Noah! and Cyberchase and provides tools for educators that bring compelling content to life in the classroom and at home. WNET highlights the tri-state's unique culture and diverse communities through NYC-ARTS, Reel 13, NJTV News with Mary Alice Williams and MetroFocus, the multi-platform news magazine focusing on the New York region. WNET is also a leader in connecting with viewers on emerging platforms, including the THIRTEEN Explore iPad App where users can stream PBS content for free.