WNET Names Melinda Toporoff Series Producer for Cyberchase

(New York, NY – September 5, 2019) WNET, parent company of New York’s PBS stations THIRTEEN and WLIW21 and operator of NJTV, has announced the appointment of Melinda Toporoff to the position of Series Producer for the Emmy Award-winning PBS KIDS animated math series Cyberchase.

In her new role, Toporoff oversees production, post-production and the rollout of Cyberchase content across all platforms, including the new season, which premieres this November. She reports to Sandra Sheppard, Executive Producer and Director of Kids Media and Education for WNET.

Toporoff is an Emmy Award-winning producer and development executive, having produced over 600 hours of programming across multiple genres and formats, for television and digital platforms. Most recently she has worked as an independent content creator and development and production executive serving as president and executive producer for Topsy Media.

Previously Toporoff guided production and development at History, Animal Planet and Discovery Kids, Walt Disney Animation and Nickelodeon. Toporoff’s appointment also marks her return to public media, having started her career in kids programming as a writer’s assistant at Sesame Workshop. Toporoff received her Bachelor of Science in Communication and Media Studies from New York University.

Produced by THIRTEEN Productions LLC for WNET, Cyberchase is designed to inspire children aged six to eight to approach math with enthusiasm, confidence and a “can-do” attitude—and shows kids that math is everywhere, and everyone can be good at it. Cyberchase features three diverse kids who are summoned into cyberspace to foil the dastardly Hacker. Each episode sends the
intrepid CyberSquad on an adventure driven by a math or STEM topic and challenges them to use math and reasoning to save the day.

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**About WNET**

WNET is America’s flagship PBS station: parent company of New York’s [THIRTEEN](https://www.thirteen.org) and [WLIW21](http://www.wliw.org) and operator of [NJTV](http://www.njtv.org), the statewide public media network in New Jersey.

Through its new [ALL ARTS](http://www.allarts.org) multi-platform initiative, its broadcast channels, three cable services (THIRTEEN PBSKids, Create and World) and online streaming sites, WNET brings quality arts, education and public affairs programming to more than five million viewers each month. WNET produces and presents a wide range of acclaimed PBS series, including *Nature, Great Performances, American Masters, PBS NewsHour Weekend*, and the nightly interview program *Amanpour and Company*. In addition, WNET produces numerous documentaries, children’s programs, and local news and cultural offerings, as well as multi-platform initiatives addressing poverty and climate. Through THIRTEEN Passport and WLIW Passport, station members can stream new and archival THIRTEEN, WLIW and PBS programming anytime, anywhere.