

**Alliance for Community Media  
666 11<sup>th</sup> Street NW, Suite 740  
Washington, DC 20001**

The Alliance has been contacted regarding an interesting new project, Mister Word Wizard starring music legend Richie Havens, that will provide quality children's programming that is designed to promote child literacy.

Currently completing production at a public access facility, Mister Word Wizard is Produced by Jere Silber in association with Playgroundz Productions of New York City, the show marks a cutting-edge innovation in children's programming by using patented ReadSpeak Action Caption technology, which allows viewers to see the words appear out of the actors' mouths in three-dimensional, synchronous fashion, one word at a time.

Richie Havens has also agreed to appear in a Public Service Announcement that promotes community media, to air on PEG stations nationwide. In these spots, Richie will be in character as Mister Word Wizard, and the ReadSpeak technology will be used. Richie and friends are also willing to customize these PSA's to identify your station (e.g., "You're watching Channel 14, Springfield Community Television!")

Beginning in June 2001, Richie Havens will be appearing on major national and local broadcast news and talk shows around the country promoting the message of Media Democracy and the cause of child literacy. There will be a website in place by then that will allow viewers to find the local PEG station upon which Mister Word Wizard will appear, along with the times and dates it will run. This zip-code locator will be capable of listing the scheduled air times for each participating PEG station. Richie will promote this new website on the talk shows.

Playgroundz Productions is providing the 30-minute Mister Word Wizard episode free of charge available to air beginning in May 2001. For information concerning Mister Word Wizard, please contact:

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