

PBS39 Receives Grant from Verizon Foundation to Support *Be More...Tech Savvy* Program

(Bethlehem, PA) **December 9, 2010**-- The Verizon Foundation and PBS39 announced that they are joining forces to educate Carbon County's children on Instant messaging, Social Networking and Cyber-bullying.



Think you know enough about the Internet to keep your children safe? If you're like most parents, you probably don't. Thankfully, the Verizon Foundation and PBS39 are working together to educate children and their parents about Internet safety.

PBS39 announced they would be receiving a \$5,000 grant from the Verizon Foundation to fund the "Be More...Tech Savvy" program; an interactive workshop about Internet Safety for parents and caregivers of students in Carbon County. The grant will help PBS39 expand the Be More Tech Savvy program that targeted high schools in Carbon County last year, to suit a younger, middle school audience in the spring of 2011.

For parents, the workshop helps them understand the threats of the Internet and how to protect their children and themselves. For students, the program teaches personal safety, responsibility, and the impact of cyber-bullying.

PBS39 President and CEO, Patricia Simon explains, "As parents, we are quick to teach our children not to talk to strangers in the park, but we don't talk to our kids about giving personal information to a stranger on the Internet. Thanks to Verizon, this workshop will educate more members of our community about cyber-safety."

"Our children are growing up in a digital world. It's how they communicate, learn and share ideas," said Daniel J. Reavy, Director-External Affairs, Verizon Pennsylvania. "Online technology has had a tremendous impact on our society, and its role will continue to grow with further advances. Verizon is proud to partner with PBS39 in this important and innovative initiative to keep children and families safe throughout Carbon County."

The parent workshop covers topics like: How do students use the Internet; what are the dangers; IMing (instant messaging) Language, Cyber-bullying, Intellectual Property and Plagiarism, and Cyber-security. Students are taught: Cyber-community Citizenship; Personal Safety; Predator Identification; and Plagiarism and Theft of Intellectual Property.

About PBS39

PBS 39 is a community-owned public television station licensed to Allentown, Bethlehem, and Easton, PA, serving eastern Pennsylvania and western New Jersey. Channel 39 is owned and operated by the Lehigh Valley Public Telecommunications Corporation.

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Website <http://www.wlvt.org>

PBS39

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