



*** Media Advisory ***

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HITN Partners with Teachers College Columbia University to Strengthen Its Children's Programming with Fun Educational Spots

(*Brooklyn – 03/01/16*) The Hispanic Information and Telecommunications Network (HITN), the Pay TV network that offers educational content for US Hispanic audiences, announced a partnership with New York's Teachers College Columbia University that will enable the network to strengthen its educational content for children.

Starting today, HITN-TV's children's programming will feature fun educational spots developed in collaboration with renowned educator Herbert Ginsburg, a professor at Columbia's Teachers College. The spots will be in the format of an animated series and include five episodes so far.

The series is designed especially to reinforce basic concepts and fundamentals of mathematics among children aged 3 to 5. "The goal is to create an entertaining experience for kids while teaching them basic math and language concepts," explained Ginsburg, an expert in developmental psychology and mathematics education.

Ginsburg is known around the world for his studies demonstrating that children as young as 18 months have basic mathematical ideas and skills. He has consulted with a number of television shows, including *Sesame Street*, *Blue's Clues* and *Team Umizoomi*, and is also the developer of [MathemAntics](#), a software platform that promotes early math learning.

The characters in the animated spots are inspired by Ginsburg's interactive storybook, *Monster Music Factory*, and will serve as the basis for the animated characters to be developed for a math teaching app for parents and educators.

The 45-60 second spots will be presented during HITN-TV's children's programming bloc at 10 -11 a.m. and 5-6 p.m.

According to producer Esther Yoon, HITN's Senior Associate for Research and Partnership Development, "The children who watch our network are mostly bilingual and speak Spanish as their main language at home. We hope that these animated spots will be very helpful for parents in instilling fundamentals of mathematics in their children."

For more information about *The Hispanic Information and Telecommunication Network (HITN, Inc.)*, please visit: <http://www.hitn.org/en/about-us>

What: HITN Strengthens Its Children's Programming Bloc with Fun Educational Spots

When: February-March 2016

Where: HITN TV – Brooklyn, NY

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