

NVTC Foundation Takes to the Airwaves

Northern Virginia's MHz NETWORKS Airs Public Service Message

Herndon, Virginia Nov. 1, 2001 - The Northern Virginia Technology Council Foundation is taking to the airwaves with help from the area's two independent public television stations.

Starting today, a public service announcement promoting the NVTC Foundation is airing on MHz NETWORKS, which broadcast on television channels 53 and 56, and on local cable systems serving the Washington region. Formerly known as WNVN and WNVN, they are two of only a handful of independent public television stations in the country.

Tim Nurvala, NVTC Foundation president, said the TV campaign is designed to showcase the programs of the Foundation, which was started by Northern Virginia Technology Council, an organization that represents more than 1,700 technology companies and 200,000 professionals in the region. The Foundation finances community outreach initiatives that help bridge the "digital divide" and improve the lives of Northern Virginians through technology.

"Through MHz NETWORKS we are able to bring the Foundation's message to millions of households throughout the Northern Virginia and Washington television market," Nurvala said. "The educational programming offered by MHz NETWORKS is an example of how organizations and companies throughout the area are using their resources to encourage the pursuit of a better tomorrow through technology, and we appreciate the support they are giving to us."

In March, the NVTC Foundation launched a \$10 million fundraising campaign over the next five years to expand the reach of current programs that relate to education and technology workforce issues, and to develop new technology-related initiatives for the community.

Among the programs the NVTC Foundation funds include the Computer Clubhouses at the Gum Springs and Bailey Crossroads Community Centers in Fairfax County, the annual Botball robotic tournament for area middle and high schoolers, the partnership with the "Make-a-Wish" Foundation for terminally ill children, and the Bannister Scholarships for IT students at George Mason University.

General Manager Frederick Thomas said MHz NETWORKS selected to include the Foundation in its on-air community service campaign because the NVTC Foundation's goals are similar to the stations' educational mission.

"Since the station was commissioned in 1974 by the state of Virginia, we have offered educational programs to Northern Virginia schools, serving 320,000 students, 25,000 teachers and 12 school districts," Thomas said. "We are pleased to promote the good works of the NVTC Foundation and the educational opportunities in technology that they provide to local students."

The NVTC Foundation announcement will air on both MHz NETWORKS stations during programs including "MHz Kidz Online," a program featuring kids teaching kids about technology, and "MegaHertz," the Washington area's only nightly television program about the local music scene. It also will be shown during MHz NETWORKS's daily schedule of international newscasts, such as "BBC World News" from the United Kingdom, "Le Journal" from France, and "German Journal."

In addition to television, the promotional spot can also be seen on the [NVTC Foundation Web site](#).

About the NVTC Foundation

The NVTC Foundation was founded to encourage and facilitate corporate efforts to give something back to the community and specifically looks for community initiatives based in Northern Virginia that include technology as an important component in their mission. It is a charitable 501(c)(3) organization and contributions are tax deductible to the extent allowed by law. The NVTC Foundation is affiliated with the Northern Virginia Technology Council, a membership organization of more than 1,300 companies representing nearly 170,000 people involved in the technology industry in the Northern Virginia region. More information about the programs that it supports can be found on its Web site at www.nvtc.org/foundation.