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Junior Achievement to Participate in Live National Multiplatform to Keep Students on the Path to Graduation

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Junior Achievement to Participate in “American Graduate Day 2013,” Live National Multiplatform Event to Keep Students on the Path to Graduation, Premieres September 28 on Public Television Featuring local and national programming, community partners, and celebrities focused on solutions to the nation’s high school dropout crisis Broadcast to Showcase Junior Achievement’s Efforts to Address the Needs of At-Risk Kids

American Graduate Day 2013, will premiere live this fall, Saturday, September 28 from 12 noon-7 pm EST on public media THIRTEEN and NJTV marking a long term commitment to helping communities tackle the nation’s dropout crisis and preparing students for success with a high school diploma. Through the power and reach of public media, communities across the county will be invited to take an active role and become an “American Graduate Champion” for local youth by volunteering their time, talent, or other resources.

American Graduate Day 2013 will be broadcast and streamed live from the Tisch WNET Studios at Lincoln Center in New York City. American Graduate Day is part of the public media initiative, American Graduate: Let’s Make It Happen, made possible by the Corporation for Public Broadcasting (CPB).

“American Graduate through America’s public media stations, on air, online and in hundreds of communities is working in partnership with teachers, students, educators, business and community leaders to encourage, in measureable ways, our kids to stay on the path to a high school diploma,” said Pat Harrison, CPB president and CEO. “Together with our 1000 local and national partners, we are having an impact and moving toward the national goal of a 90 percent graduation rate by the year 2020. American Graduate Day is just one example of how local public television and radio stations provide content that matters and engagement that counts.”

American Graduate Day is a multi-platform event featuring local and national programming, community partners, and celebrities focused on improving the high school graduation rates in America. The key component of the event is the participation of the community-based organizations. Junior Achievement along with Big Brothers Big Sisters, Boys & Girls Clubs of America, City Year, Horizons National, and United Way are among the partner organizations that have already agreed to participate in American Graduate Day 2013, which will feature nearly 30 national partner organizations, 14 local organizations, and celebrity guests involved in education and youth intervention programs.

“Junior Achievement of New Jersey is proud to help New Jersey’s communities and filling the education gap by fostering business education partnerships and connecting positive role models with New Jersey’s students,” said JANJ President Catherine Milone. “More and more New Jersey schools are

finding our innovative financial literacy programs the best solution to meet state and graduation requirements. Not only are our curriculums free, more importantly, they are data-driven and standards-based with a record of achievement in driving academic excellence and delivering results,” she continued.

American Graduate Day 2013 will spotlight Junior Achievement and the work it is doing in the community to help kids stay in school until graduation. Junior Achievement of New Jersey is an awarding winning chapter at the forefront of delivering standards-based financial education programs that support the state’s 9.2 Standards and are preparing 50,000 students this year to make smarter decisions about how they save and spend their money. While New Jersey’s 9.2 financial literacy standards are relatively new, JA’s involvement in the field dates back to 1919 when Junior Achievement was founded. Today, Junior Achievement is the world’s largest provider of educational curriculum in financial literacy, work readiness and entrepreneurship. As a free resource to schools, the non-profit organization is setting the bar in quality financial literacy programming, which is particularly evident here in New Jersey through the increasing demand for JANJ curriculum in schools across the state.

American Graduate Day 2013 features a seven-hour “call to action” marathon focused around critical themes, including Expanded Learning Time & After School Programs, Early Education, Mentoring, Career Readiness & College Completion, STEM Programs, Family Support, and Dropout Re-engagement & Prevention. Hosted by on-air personalities from PBS, WNET, and other media organizations, the broadcast and online event will be divided into 14 half-hour blocks featuring a mix of live breaks and pre-taped partner segments showing how community organizations provide support, advice, and intervention services to at-risk students, families, and schools. Within each of these half-hour blocks, local public media stations will have the opportunity to customize the national feed with a locally-produced live or pre-taped seven-minute segment. On AmericanGraduate.org, the event will include live viewer generated video content submitted in response to questions such as “How has your life changed, or been changed by the power of volunteering?”

Throughout the day, viewers and online users will be invited to become American Graduate Champions by connecting with their local public television station and with Junior Achievement Viewers will be encouraged to participate in the event by asking questions and sharing ideas before and during the broadcast on Twitter using the hashtag #AmGrad and on Facebook. Those interested in becoming an “American Graduate Champion” can also call the Toll free number on the day of broadcast or log on to AmericanGraduate.org to find out more about the national and regional organizations and how to help in their hometowns.