



FOR IMMEDIATE RELEASE

Colleen Harris, CET Director of Marketing (513) 345-6578 colleen_harris@wcet.pbs.org
Phyllis Hegner, Library Public Relations (513) 369-4571 phyllis.hegner@cincinnati-library.org

May 6, 2005

***Joel's Library Jam* Launches with "Jam" Session at CET**

Ohio's First Lady, Hope Taft, was the guest of honor at the launch preview of *Joel's Library Jam*, a new multimedia educational program that promotes reading and language arts for grades K-2. The launch held at CET on April 30 highlighted segments from the program, which was produced through a cooperative effort of CET, The Public Library of Cincinnati & Hamilton County, and Success by 6 (a United Way agency). The first of a series of 17 five-minute segments aired on May 9 at CET and will continue to air at various times throughout the summer and school year. Each one stars Joel Caithamer, a Children's Librarian from Green Township Branch Library whose zany, fun-loving antics make reading and learning come alive for kids.

Joel's Library Jam engages children in reading and is aligned with state standards for grades K-2. Accompanying kits include a guide with hands-on activities and a series of educational prompts to go along with each program. For the program schedule and to order the kits go to: www.LibraryJam.org. Full kits are \$25 and include everything you need: a videotape of the series, CD, activity guide, one children's book, and *Library Jam* tote (Limited supply, subject to availability.) Another option is to check out the kit from the Public Library of Cincinnati & Hamilton County. One kit is available at each of the Library's 42 locations.

PHOTO CAPTIONS:

Photo A: Among the guests who addressed attendees at the launch preview of *Joel's Library Jam* are from left to right (back row): Joel Caithamer, Children's Librarian at Green Township Branch Library and star of the program; Patsy Carruthers, Director of Learning Services for CET; Ohio's First Lady Hope Taft holding one of Joel's young fans; (front row): Kimber L. Fender, Executive Director of the Public Library of Cincinnati & Hamilton County; Chris Humphries, Manager of Success by 6; and Susan Howarth, President & CEO of CET.

Photo B: Kimber L. Fender, Executive Director of the Public Library of Cincinnati & Hamilton County; Susan Howarth, President & CEO of CET; and Catherine L. Barrett, Ohio State Representative were among the guests who attended the launch preview.

Photo C: Ohio's First Lady Hope Taft, who was the Guest of Honor at the launch preview of *Joel's Library Jam* held at CET, takes a look at crafts made by children who participated in the program.

Photo D: Joel Caithamer, Children's Librarian at Green Township Branch Library and star of *Joel's Library Jam*, performs before an audience of children, who participated in the program, and their families.