September 17, 2020

To whom it may concern,

I am writing to express WNET New York Public Media's enthusiastic support of the non-profit organization BYkids, with whom we have partnered for many years. BYkids pairs accomplished filmmakers with youth from around the world to create short personal documentaries that educate and encourage understanding about global issues. WNET is pleased to bring these powerful and moving stories to American audiences through our series Films BYkids.

We are delighted by the success of the first two seasons of Films BYkids. Narrated by Emmy- and Golden Globe-nominated actress Ashley Judd, the series has garnered rave reviews from parents, teachers and students. To date, the Films BYkids public television broadcasts have been available to 83 million U.S. households. The accompanying educational materials are available to 1.6 million teachers via the PBS LearningMedia web portal.

As we collaborate on season three of Films BYkids, we are excited about our lineup of four new stories: L’CHAIM shines a light on resurgent Jewish life in Berlin, Germany amidst rising anti-Semitism, AGAINST THE CURRENT explores sacred rituals and coping with generational trauma and mental health issues on a Native American reservation, FAITH’S WORLD highlights the capacity to thrive despite the challenges of living with a disability, and AWAKE IN THE DREAM examines preserving cultural traditions in Bhutan in the face of globalization.

WNET looks forward to broadcasting the third season of Films BYkids on THIRTEEN and WLIW21, distributing it to public television stations nationwide, offering it to audiences 24/7 via streaming, and promoting it through our educational media platforms in 2021.

Sincerely,

Sandra Sheppard
Director of Kids' Media and Education