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NICKELODEON LAUNCHES "The Big Help" CAMPAIGN

**Campaign to Address Kids' Concerns about their Communities through
Volunteering**

**National Grassroots Multi-year Effort to Include Major Commitment
of Both On- and Off- Air Resources of Network**

**On-Air Programming to Include PSAs, Specials and National Telethon where
Kids Pledge Time and Effort to Help Others**

**NICKELODEON to Work with Parents, Schools, Cable Operators, Advertisers,
Community Groups to Develop Locally-Based Volunteer Service Programs**

"If nobody did anything, nothing in the world
would be different. Not everyone realizes that
kids can make a difference too. Some adults
think we can't, but we can."

9 year-old girl talking about
volunteering

NEW YORK, March 28, 1994 - NICKELODEON, creator of the first
television network for kids, announced today the launch of **The Big Help**, a unique
multi-year national grassroots campaign to empower kids to perform volunteer service
in their communities.

"In talking to kids, we have found that in this world of guns in schools, teen-
aged suicides and natural disasters, kids want to show that they can do something to
help," said Geraldine Laybourne, President of NICKELODEON. "We are going to

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give them the opportunity to show that they can make a difference by giving them the tools to participate in community activities. Kids have an extraordinary and largely untapped capacity to help one another and to help society at large. Our goal is to provide opportunities for kids to have an impact on their world and doing so to feel better about themselves."

The Big Help, a major component of Nickelodeon's fifteen-year anniversary celebration, targeted to 6 to 14 year-olds, will be highlighted by a nationally televised telethon to encourage kids to call in and pledge their time to participate in community activities on a designated national **NICKELODEON The Big Help** day. The specific volunteer activities will be organized by **NICKELODEON** in conjunction with national volunteer groups, local schools and cable operators, and other community organizations. The dates of the telethon and national **The Big Help** day have yet to be determined.

NICKELODEON's efforts are supported by the Corporation for National and Community Service which houses President Clinton's Americorps, VISTA, National Civilian Community Corps. and other national and community service programs. "There is no question that today's young volunteers are tomorrow's leaders," said Eli Segal, Assistant to the President and CEO of the Corporation. "Through **The Big Help**, **NICKELODEON** is doing its part to motivate, educate and activate our young people to make a difference," Segal continued. "The impact of **NICKELODEON's** efforts will be felt for years to come."

"Research shows that when kids participate in volunteer service, they are substantially more likely to stay involved as adults," Laybourne said. "And when today's kids hear the term 'community service,' they think it's an alternative to a jail sentence. With **The Big Help**, we can change that perception for a generation of kids."

The Big Help campaign will include public service announcements featuring celebrities and animated characters from the network's programming. The PSA's will be followed with other educational efforts aimed at kids, parents, schools, cable operators, advertisers and volunteer service organizations, including "how-to" kits that will enable them to participate in the campaign from anywhere in the country.

NICKELODEON will work with these groups to develop locally-based volunteer service programs, sponsorship opportunities and advertising tie-ins. The network, which celebrates its 15th anniversary in April, will also incorporate storylines about volunteering into its regularly scheduled programming and will recognize on the air the extraordinary efforts of **The Big Help** volunteers across the country.

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"We want to give kids the opportunity to volunteer and become involved in their communities," said Laybourne. "With **The Big Help** we will give kids something to say 'yes' to, an opportunity to demonstrate through tangible activities that they can make a difference in the lives of their peers and their communities. At the same time, it will instill in kids a long-term sense of the importance of community responsibility.

Research

The results of NICKELODEON's research on the attitudes of kids and parents toward community activities include the following findings:

- Today's kids are generally very socially and environmentally aware.
- Initial education about the importance of participation in community activities is usually inspired by parents, teachers, religious leaders or youth organizations.
- Most kids have genuine compassion for those less fortunate and enjoy helping others.
- Many parents support their kid's participation in community activities warmly.

Laybourne said the campaign will be consistent with the core philosophy that has made NICKELODEON the leader in kids' television -- putting kids first. "**The Big Help** will be fully interactive, with kids having a significant role in every aspect of the campaign, from its initial implementation to its conclusion," she said. "It will link kids from all types of communities and backgrounds in the common experience of helping others."

In addition to its innovative television programming that nurtures a child's sense of exploration and self-discovery, NICKELODEON has a history of engaging kids by providing them with forums to voice their opinions. For example, in 1992 NICKELODEON gave kids a presidential election of their own, "Kids Pick the President" and more than 750,000 kids voted, choosing Bill Clinton.

NICKELODEON is one of the largest producers of children's programming in the world and one of the highest-rated basic cable networks. NICKELODEON is a registered trademark of MTV Networks, a division of Viacom International Inc. MTV Networks owns and operates three cable television programming networks - MTV: Music Television, NICKELODEON/NICK at NITE and VH-1, all of which are registered trademarks of MTV Networks, a division of Viacom International Inc.



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**PRESIDENT CLINTON KICKS OFF NICKELODEON'S
BIG HELP-A-THON**

Weekend-Long Pledge Drive Encourages Kids to Volunteer

September 28, 1994, New York, NY -- President Clinton will officially open the phone lines for Nickelodeon's Big Help-a-thon -- a weekend long on-air entertainment special urging kids to pledge their time to volunteer -- beginning at 8:00 PM (ET/PT) on Saturday, October 1, it was announced today by Geraldine Laybourne, President of Nickelodeon. The Big Help-a-thon is the first initiative of The Big Help campaign, Nickelodeon's multi-year, national grassroots effort designed to encourage and empower kids to participate in community service activities. In addition to kicking off the Big Help-a-thon, President Clinton has recorded a public service announcement for The Big Help campaign.

"The helping hand is an essential part of the American tradition. Americans have always taken pride in helping out our fellow citizens in times of need," said President Clinton in his message urging kids to volunteer. "There are lots of ways kids can help. Whether it's by cleaning up a park; collecting food to feed the hungry; or reading to people who can't read for themselves, kids are proving that by helping they can make a difference in the world."

"We are honored to have President Clinton as such a strong supporter of The Big Help," said Ms. Laybourne. "There's no better person to kick off our effort than the President, who has made public service a cornerstone of his administration."

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Since its launch earlier this year, The Big Help has garnered the support of actress Whoopi Goldberg, who serves as the campaign's national spokesperson; NBC "Today" co-host Katie Couric; San Antonio Spurs' basketball star David Robinson; and Jonathan Taylor Thomas of ABC's "Home Improvement," among others.

The Big Help-a-thon officially begins Saturday, October 1 at 7:30PM (ET/PT) with "The Big Help Kick-Off Special," hosted by Marc Summers and Melissa Joan Hart. This will be followed by a special edition of SNICK (Saturday Night Nickelodeon) hosted by Boyz II Men at 8:00PM-10:00PM (ET/PT). During this time, kids can begin calling in their pledges via an 800 number provided by Nickelodeon and MCI, who has signed on as a corporate partner for the campaign. In addition, Help-a-thon participants can pledge volunteer time through Prodigy and America On Line, on line services with close to 400,000 kid users.

On Sunday, October 2, The Big Help-a-thon, hosted by Marc Summers, will air live from 9:00AM-5:00PM (PT), 12:00PM-8:00PM (ET). Updates and special programming will be broadcast from "The Big Help Block Party" at Universal Studios in Hollywood. Co-host Jonathan Taylor Thomas will be joined by special guests including Marlee Matlin, Gabrielle Carteris, Mark Curry, and Ben Savage who will update hours pledged. Other events of the day include a countdown of the ten most-watched NICKTOONS of all time, musical performances, live segments from the games and activities at the Block Party booths as well as interviews with celebrities and volunteers manning the phone lines.

The Big Help campaign is supported on-air by public service announcements featuring Tom Arnold, Linda Gray, Corin "Corky" Nemec, Evander Holyfield, Lily Tomlin, Martin Short, Andrew Shue, Patricia Richardson and the cast of "Roseanne." Other educational efforts include "how-to" brochures that enable kids, parents, schools, cable operators, advertisers and volunteer service organizations to participate in the campaign from anywhere in the country.

(more)

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Nickelodeon announced the launch of The Big Help in March 1994 and has identified five target cities for its campaign including Boston, Orlando, Philadelphia, San Antonio and Santa Barbara. After the Big Help-a-thon, kids can begin to fulfill their pledge time on October 15, Nickelodeon's The Big Help Day. Specific volunteer activities will be organized by Nickelodeon in conjunction with national volunteer groups, local schools and cable operators, and other community organizations.

Nickelodeon is one of the largest producers of children's television programming in the world and one of the highest rated basic cable networks. Nickelodeon is a registered trademark of MTV Networks, a division of Viacom Inc.

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OVER 31 MILLION VOLUNTEER HOURS PLEDGED BY KIDS
DURING NICKELODEON'S
"BIG HELP-A-THON"

President Clinton, Celebrities Team Up To Encourage Kids To Volunteer

Los Angeles, CA, October 3, 1994 -- This weekend kids across the country pledged over 31 million hours of volunteer service during NICKELODEON's "Big Help-a-thon" -- a 12 hour live telethon designed to encourage kids to volunteer their most valuable resource: their time.

"This weekend nearly 5 million kids proved that they're motivated to make a difference," said Geraldine Laybourne, President of NICKELODEON. "By pledging over 31 million hours, the message they sent is loud and clear: Kids are ready, willing and able to help."

The Big Help campaign has attracted support from President Clinton, Whoopi Goldberg, Katie Couric and top celebrities from music, sports and television. The "Big Help-a-thon" will be followed by The Big Help Day -- Saturday, October 15 -- when kids across the country will begin to fulfill the hours they pledged. This year, NICKELODEON has partnered with cable operators and community-based volunteer organizations in Boston, Orlando, Philadelphia, San Antonio and Santa Barbara to connect kids to volunteer opportunities. The Big Help Day will enable kids to learn firsthand, about volunteer activities they can participate in their own communities.

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Kids called in to NICKELODEON through a custom designed, national toll-free calling service capable of receiving, tabulating and reporting millions of phone calls. With the help of MCI, NICKELODEON streamlined the pledging process and was assured accurate tote board updates throughout **"The Big Help-a-thon."** In addition, kids pledged their time through America On-Line and Prodigy.

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NICKELODEON'S The Big Help Fact Sheet

"If nobody did anything, nothing in the world would be different. Not everyone realizes that kids can make a difference too. Some adults think we can't, but we can."

- 9 year-old girl talking about volunteering

THE BIG HELP:

NICKELODEON's The Big Help is a multi-year national grassroots campaign designed to educate, encourage and provide opportunities for kids to perform volunteer service in their communities. The Big Help is a way for kids to demonstrate through tangible activities that they can make a difference in the lives of their peers in their communities. The campaign will link kids from diverse areas and backgrounds to the common experience of helping others.

ON-AIR ACTIVITIES:

The Big Help campaign will include public service announcements featuring celebrities and animated characters from NICKELODEON's programming. The PSA's will be followed by other educational efforts aimed at kids, parents, schools, cable operators, advertisers and volunteer service organizations, including "how-to" brochures that will enable them to participate in the campaign from anywhere in the country. Additionally, NICKELODEON will sponsor a weekend telethon to motivate kids to pledge their time to volunteer.

THE BIG HELP CITIES:

NICKELODEON-sponsored activities will be held in these cities: Boston, Orlando, Philadelphia, San Antonio, Santa Barbara

TELETHON HEADQUARTERS:

Los Angeles, Orlando

TELETHON DATE:

October 1-2, 1994

THE BIG HELP DAY:

October 15, 1994

COMMUNITY SERVICE GROUPS:

Earth Force	Youth Power/"Just Say No"
4-H Club	Youth Service America
Points of Lights	
Second Harvest	

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