



MEDIA ADVISORY
FOR IMMEDIATE RELEASE
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PBS's 'Design Squad' Debuts at Howard University
Middle School of Mathematics and Science
National TV Series and Outreach Campaign Aims to Spark Kids' Interest in Engineering

Our nation faces a daunting challenge: college-bound students' interest in engineering majors and careers is on the decline and statistics point to an even greater decline in interest among minority and female students. How do we develop a larger, more diverse talent pool of engineers today to devise the technological innovations of tomorrow? *Design Squad*, a new reality television series that starts airing on PBS during National Engineers Week (EWeek) Feb.18–24, 2007, addresses this critical situation. Targeted to nine- to twelve-year-old viewers, *Design Squad's* premise is: getting kids excited about engineering can be accomplished when you have the right ingredients—energy, enthusiasm, humor, and teamwork.

On Feb. 16, the Howard University Middle School of Mathematics and Science (MS)² will welcome cast members and producers of *Design Squad* and its major funders, the National Science Foundation and Intel. *Design Squad* is right at home at (MS)², whose mandate is to prepare middle school students to study and pursue careers in math, science, and engineering through innovation and technology. Students will get a sneak preview of the show, participate in a hands-on engineering activity, and interact with one of the show's hosts and a *Design Squad* contestant.

What: PBS's *Design Squad* Sneak Preview at Howard University Middle School of Mathematics and Science

Who:

- *Design Squad* cast members Deanne and Krishana
- Kate Taylor, Senior Executive Producer, *Design Squad*
- Marisa Wolsky, Executive Producer, *Design Squad*
- Dr. Kathie Olsen, Deputy Director, National Science Foundation
- Brenda Musilli, Director of Education, Intel Corporation
- Dr. James, H. Johnson, Jr., Professor of Civil Engineering and Dean, College of Engineering, Architecture and Computer Sciences, Howard University
- Dr. Paul Organ, Principal, Howard University Middle School of Mathematics and Science

When: Friday, Feb. 16, 2007, 9 a.m. – 11:30 a.m.

Where: Howard University Middle School of Mathematics and Science
 Main Howard University Campus, 405 Howard Place, NW, Washington, D.C.

Media are invited to attend. Photography, filming, and interview opportunities are available.

For more information on Howard University, call 202-238-2330, or visit the University's Web site at www.Howard.edu.
 For information about *Design Squad*, visit <http://www.pbskidsgo.org/designsquad>.

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