MTVN's Nickelodeon introduces unprecedented kid-driven user-generated entertainment platform

by Bend_Weekly_News_Sources

Kids Can Upload Original Content Online to be featured in New Live, Convergent and Interactive Day Part, Airing Daily from 5 to 7 p.m. ET/PT, Marrying Nickelodeon's TurboNick Broadband Site with Nickelodeon Television

Continuing its lead in providing the most innovative entertainment content for today's multiplatform generation of kids, Nickelodeon today launches the first-ever TV programming block featuring user-generated content provided by kids. Nickelodeon's ME:TV integrates Nick.com and TurboNick, Nickelodeon's broadband player, with Nickelodeon television to let kids help program the TV block themselves with their own original content uploaded online. The block airs live Monday through Friday from 5 to 7 p.m. ET/PT

Nickelodeon's ME:TV is fully interactive, providing a home for all network convergent online and television events. Hosted by Alexandra Gizela and Jordan Carlos, each day the block will feature four kids live via web cam, online voting, gaming, giveaways and celebrity guests.

"We have always been about empowering kids, and with ME:TV we are essentially letting them program Nickelodeon for two hours every day," said Tom Ascheim, Executive Vice President and General Manager, Nickelodeon Television. "Nickelodeon's ME:TV is you TV. It gives us the opportunity to showcase the talents of our audience and give life to the content that they are creating. It is the next step in convergent entertainment for this multiplatform generation of kids."

Nickelodeon's ME:TV will broadcast live from New York City, and follows in the vein of U-Pick Live and Slimetime Live, featuring a live studio audience. Kids can participate in-studio or from home by the phone, or via on-screen message boards and voting on Nick.com. A new "kid created content" destination -- http://www.nick.com/metv -- allows kids to submit their own original content, and then watch, rate or share it on TurboNick. Nickelodeon will feature the best of kids' work on-air. All kid submitted video content will be completely monitored and moderated, and parental permission is required for any content to appear online or on-air.

Kids can also send a DVD or VHS tape of their original content to Nick by mailing it to:
Â Nickelodeon's ME:TVÂ PO Box 2700Â New York, NY 10108Â The first week of Nickelodeon's ME:TV features appearances from New York Jets players D'Brickashaw Ferguson and Kerry Rhodes, a performance by musician Paula DeAnda, Katharine McPhee (American Idol). Also stopping by is PickBoy 2.0, the roving web reporter, who will feature "The Awesome Hour" web cam reports, also available via podcast on Nick.com and iTunes. Of course there will also be tons of interactive games and kid created content, along with Bill Faggerbakke the voice of Patrick Starfish on SpongeBob SquarePants, who will also call into the show to help push his campaign for President. Patrick for President is part of a SpongeBob programming event that kicks off on Monday, February 19 at 5 p.m. ET/PT with a two-hour SpongeBob marathon followed by three all-new back-to-back Patrick themed episodes (7-8:30 p.m.).

Nickelodeon's ME:TV co-host Jordan Carlos is a favorite fixture of the New York alternative comedy scene, and has appeared in a recurring role on Comedy Central's "The Colbert Report," as well as on Spike TV, VH-1 and FOX, as well as numerous commercials. He was nominated as the "Best Male Comic" by the Emerging Comics of New York Awards, and was a finalist in NBC's "Stand Up for Diversity" showcase.
Co-host Alexandra Gizela is no stranger to television, with past roles on Comedy Central's Chappelles Show and Stella, Saturday Night Live, a guest starring role on MTV's Human Giant. She was also a participant in ABC's Diversity Showcase in 2006 and has been featured in more than 30 national commercials. Alexandra also maintains a 12 year show business career as a dancer at the New York Theatre Ballet, with dancing experience on world famous stages such as the Metropolitan Opera House.