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Ed Silverman, Riverdale Resident for Half Century, Wins Another TV Award
Selected for Coveted Gold in 2000 National Mature Media Awards Program

New York, NY: Ed Silverman, a Riverdale resident since 1950, has been selected by the ninth annual National Mature Media Awards Program as a Gold Award winner for a 30 second television PSA on [Y2K](#) Telephone Scams on behalf of the New York City Department For The Aging.

The Awards Program, presented by the Mature Market Resource Center, a national clearinghouse for the senior market, recognizes the nation's finest advertising, marketing and educational materials designed and produced for older adults. The Gold Award recognizes the top 3% of winning entries.

The PSA was written and co-produced by Silverman who also served as the voice of the "con man" on the spot. John Buonpane directed and co-produced, while Department for the Aging Commissioner Herbert Stupp was narrator.

Nearly 1,000 entries were judged by a distinguished panel of mature market experts from across the United States for overall excellence of design, content, creativity and relevance to the senior market.

The spot was produced at BVE Productions, Inc.(NY), a multi-media communications and production company where Silverman is Vice President for Creative Services. BVE has been creating award winning video and television programming for a variety of clients for more than two decades.

Silverman, a former ABC TV News correspondent, producer and executive, has been winning major awards since 1959 when TV Radio Mirror Magazine awarded him a gold medal for Best Live News Broadcast of 1959. He has since won 11 Emmy Awards, the Albert Lasker Award for Medical Journalism, the Sigma Delta Chi, Radio Television News Directors Award, Ohio State, Freedom's Foundation, AP, PRSA , American Women in Television and Radio Award, and many other news awards. Among his many awards in the private sector, 3 Telly's, the Columbus International Film Festival Bronze, the Communicator Award, two International Cindy Awards, and two ACE Awards from the Internatioanl Association of Business Communicators as well as his recent 3nd award from National Mature Media..

Mr. Silverman also serves in a communications and public affairs capacity with The Jewish Home and Hospital.