



CHANNEL ONE HIGHLIGHTS NEWSMAKERS FOR THE WEEK OF SEPTEMBER 5, 2005

- In-depth Reporting on Hurricane Katrina Keeps Students Aware and Engaged -

NEW YORK, NY (September 9, 2005) -- Channel One, the preeminent news and public affairs content provider reaching almost eight million students in nearly 12,000 middle schools and high schools, highlights national and global news stories covered by Channel One News during the week of September 5th.

Through an engaging mix of on-the-ground news casts, exposes, features and investigative reporting, Channel One continues to deliver relevant and timely news that inspires teens and helps them get informed on global news and public affairs. Highlights from this past week include:

- **Schools Across The Country Unite** – Channel One will continue to dedicate air time to schools raising money for the victims of Hurricane Katrina. Airing this week was footage from a tape sent in by educators and students from Caprock High School in Amarillo, Texas that captured their fundraising efforts and challenged other Channel One schools to contribute to the vast relief effort. Channel One heard from a number of other schools that have raised thousands of dollars, and its programming will highlight their participation and involvement over the next several weeks. A Public Service Announcement promoting Do Something, a not-for-profit organization that inspires, supports and celebrates young people changing their world, 'We Got Your Back,' campaign has also been airing. The campaign encourages students to fill the backpacks of fellow students with items such as school supplies, toys, personal hygiene necessities and more.
- **On The Ground** – Channel One reporter Cali Carlin visited a middle school in Houma, Louisiana, a district that has taken in a large number of students from parts of Louisiana where schools were flooded or destroyed. Cali also visited Pass Christian, Mississippi where she reported on the devastation and spoke with teenagers about their plight. Cali and the Channel One news crew also spent a day on the ground with the National Guard conducting relief efforts, including handing out supplies.

Now in its 15th year of broadcasting, Peabody Award-winning Channel One News is the leading source of news and information for young people. The 12-minute news broadcasts are delivered daily. Channel One News and its award-winning Web site, www.channelone.com, feature stories on breaking news and relevant issues that affect the world, the nation and, specifically, America's teenagers.

About Channel One

A PRIMEDIA (PRM) company in its 15th year of broadcasting, Peabody Award-winning Channel One is the preeminent news and public affairs content provider reaching almost eight million teens in nearly 12,000 middle schools and high schools across the country. In recent months, Channel One News has covered fast-breaking world events from regions such as Iraq, Kuwait, Afghanistan, Thailand, Sri Lanka, Jordan, Cuba, Venezuela, North Korea, Myanmar, and Qatar. Channel One News programming has been featured on leading networks and news programs, including CNN, ABC News, the WB, Nightline, and The Today Show. Visit the Webby Award-winning website www.channelone.com to learn more.

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