



CHANNEL ONE HIGHLIGHTS NEWSMAKERS FOR THE WEEK OF SEPTEMBER 12, 2005

NEW YORK, NY (September 16, 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 12th.

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:

- **A Nation Remembers 9/11** – Channel One took a look at how the nation marked the fourth anniversary of 9/11. Included was a visit to a public school in New York City that, among other activities, trains teenagers to be firefighters. Among the instructors are several survivors of the September 11th terrorist attacks.
- **First Ever Constitution Day** – On September 17th the U.S. will mark the first ever Constitution Day and Channel One has been commemorating the occasion all week. Dedicated programming included an original gameshow dubbed ‘Constitution Day Feud,’ one of several engaging content platforms Channel One produced to heighten student’s knowledge and appreciation for the nation’s most influential document and the inaugural holiday meant to promote its importance.
- **We Pledge Allegiance** – Channel One programming offered an in-depth analysis around the federal court ruling on the Pledge of Allegiance, explaining the judge’s ruling that the pledge's reference to one nation "under God" violates school children's right to be "free from a coercive requirement to affirm God."

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

Now 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 ChannelOne.com to learn more.

###

MEDIA CONTACT:

(Media) Amanda Cheslock, Sloane & Company, 212-446-1884,
acheslock@sloanep.com