



CHANNEL ONE HIGHLIGHTS NEWSMAKERS FOR THE WEEK OF SEPTEMBER 19, 2005

NEW YORK, NY (September 23, 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 19th.

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:

- **Bracing For Hurricane Rita** – Channel One went straight to award-winning meteorologist Brian Norcross from Miami, who gave in-depth information on why there are so many strong and violent storms this year, as well as projections as to what people could expect to see from Hurricane Rita as she churns through the Gulf. Channel One reporter, Seth Doane is already on the ground in Houston preparing to cover Hurricane Rita and her aftermath over the next few days.
- **Katrina Survivors and Relief Efforts** – Channel One reported from a high school in suburban Washington D.C. that has been collecting clothes and money for Hurricane Katrina survivors, and also visited the Houston Astrodome to give a behind-the-scenes glimpse into what life has been like for the many thousands of survivors who sought refuge there.
- **Nuclear Weapons In Korea** – Channel One programming put a spotlight on North Korea's pledge to drop its' nuclear weapons program. Through discussions with analysts and Korean-American teenagers, Channel One provided their audience with a unique look at the monumental decision.
- **What Is I.C.E?** – In Case Of Emergency, a grassroots program urging Americans to put emergency phone numbers in their cell phone directories. Channel One touted this simple-to-implement precautionary measure, stressing the importance and benefits of participating.

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, 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.

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