

CHANNEL ONE HIGHLIGHTS NEWSMAKERS FOR THE WEEK OF OCTOBER 3, 2005

Programming Spotlights October's National Safety Month

NEW YORK, NY (October 7, 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 October 3, 2005.

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:

- **Prepare, Prepare, Prepare** – In the wake of the world's flurry of natural disasters, Channel One original programming stressed the importance of having an emergency plan in place and offered tips on how to execute a plan anytime, anywhere. Expert commentary covered the necessary bases, from planning with family members to the must haves for emergency kits. In addition, Channel One partnered with Team SAFE-T to air PSA's and further spotlight preparedness.
- **Global Warming and the Hurricane** – Channel One engaged the debate around global warming and its impact on the incidence and strength of hurricanes in the Atlantic. Teens heard from a meteorologist at the National Hurricane Center, as well as the author of a new study at Georgia Tech who both agreed that the nation is in for another 10 years or more of violent storms.
- **Honoring Hispanic Heritage Month** – In commemoration of National Hispanic Heritage Month and contributions made by Hispanics, Channel One spoke with Alfred Rascon, recipient of the Medal of Honor for his heroism in Vietnam.

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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