

CHANNEL ONE HIGHLIGHTS NEWSMAKERS FOR THE WEEK OF NOVEMBER 14, 2005

NEW YORK, NY (November 18, 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 November 14, 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:

- **China's Coming....Are We Ready?** – Channel One aired a special 3-part series highlighting China's emergence as an economic force, the primary drivers behind its explosive growth and what America's teens are doing to prepare for its influence on the U.S. This included a look at how Chinese students come to the U.S. for an education only to return to their native land to work and live, as well a visit to the rare U.S. public high school that teaches Mandarin Chinese.
- **Sweet Smoke?** – Tobacco companies can be clever in their pursuit of new customers. Their latest attempt to lure teens? With sweet flavored tobacco. Channel One reported on new flavors in tobacco that companies are marketing to entice teens to take up the habit.
- **Power of One** – In a new installment of Channel One's ongoing Power of One series, Channel One viewers heard from a diabetic teenager who has actively raised several thousand dollars for research.

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. 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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