



Channel One News

Channel One News Appoints Anne Schreiber as Vice President of Education

Newly-created position part of Channel One News' investment in curriculum development

NEW YORK, NY -- September 16, 2013 – Channel One LLC, the educational digital content provider and producer of Channel One News, today announced the appointment of education veteran Anne Schreiber as Vice President of Education, effective immediately.

Ms. Schreiber will be tasked with creating intuitive, standards-aligned curriculum activities tied to each day's broadcast and will work with schools interested in using Channel One News' award-winning digital videos to promote critical thinking and the use of authentic non-fiction content in the classroom.

Ms Schreiber said, "I have been watching the evolution of Channel One News for the past several years, and I'm thrilled to join the company at such an exciting time. As educators across the U.S. look for ways to seamlessly integrate CCSS-based learning into their daily lesson plans, I'm excited to work with Channel One News to tie current events to curriculum-aligned activities and to create a robust resource of non-fiction content for teachers. Ultimately, I look forward to inspiring kids and teens to become global citizens and delve further into exploring and becoming proficient users of digital media."

Ms. Schreiber is a distinguished education and new media veteran with more than 20 years experience as an educator, multi-media publisher and product designer. Prior to joining Channel One News, Ms. Schreiber was Senior Vice President of Product at New Teacher Center, a national nonprofit dedicated to providing professional development to beginning teachers and mentors. Before joining New Teacher Center, she was Vice President of Education Content at Common Sense Media, where she developed K-12 materials on digital citizenship and media literacy for children, teachers and families. Ms. Schreiber also held senior positions at Scholastic, McGraw-Hill and Curriki.

Ms. Schreiber also founded her own consulting company, Indigo Media, where she has prototyped, created instructional design, developed education strategy, and created products for a variety of media and EdTech organizations including General Assembly, Lion TV, Wireless Generation, Disney, Kid Science Challenge and ITVS. Ms. Schreiber began her career as an elementary school teacher, developing staff and student enrichment programs.

Channel One News Chief Executive Officer, CJ Kettler, said "We are delighted to welcome Anne to Channel One News. Anne has a proven track record of success in building easy to use, highly-competitive educational materials tied to relevant themes and curriculums. In speaking to teachers across the country, we know that they are increasingly looking for ways to bring current events back into the classroom, to integrate digital video into their daily lesson plans and to teach to CCSS-curriculum

standards. With Anne leading our education team, Channel One News is poised to offer educators one robust, impactful resource to help them do just that.”

About Channel One News Channel One, LLC, a ZelnickMedia company, is a digital content provider focused on encouraging young people to be informed, digital-savvy global citizens. The Company's primary offering, Channel One News, is a daily news program with supplementary educational resources, aligned to Common Core State Standards (CCSS), to help students, teachers and parents interpret the news of the day and spark important conversations. The award-winning Channel One News program is broadcast to approximately 5 million young people in upper elementary schools, middle schools and high schools across the country. Channel One News is also available in two new, sponsorship-free forms: via subscription, and through Channel One News mobile apps. Visit the Webby award-winning website Channelone.com to learn more.

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