



Channel One News

Channel One News Appoints CJ Kettler as Chief Executive Officer

Kettler to Spearhead Transformative Initiatives for Channel One News

NEW YORK, NY – May 20, 2013 – Channel One, LLC, the educational digital content provider and producer of Channel One News, the award-winning news program for young people, today announced it has appointed media veteran and entrepreneur CJ Kettler as its Chief Executive Officer and Chairwoman.

Ms. Kettler’s appointment signifies Channel One’s focus on transforming and diversifying its business by partnering with innovative technology platforms to distribute Channel One’s video content and supplemental educational resources and aligning that content to Common Core State Standards (CCSS) curriculum.

Ms. Kettler said, “I am thrilled to join Channel One at such an exciting time. As technology transforms the education industry, we’re focused on finding new and emerging technology platforms—both in and out of the classroom-- to distribute our award-winning content. At the same time, we are aligning our news content to Common Core State Standards curriculum so teachers and parents can use the news as a way to teach critical thinking skills and communicate about important issues. Ultimately, we want to provide students, teachers and parents with daily, curriculum-based video content that helps young people interpret the news of the day and encourages them to be informed, digital-savvy global citizens.”

Ms. Kettler is an experienced media and business executive, having successfully led and revolutionized several digital media companies. Prior to joining Channel One, Ms. Kettler was a Partner at Propeller Partners, LLC, a strategic advisory firm for large media companies as well as venture and private equity investors in the digital sector. Ms. Kettler also served as President of Travelzoo, a subscription newsletter for travel enthusiasts and as Founder and Chief Executive Officer of LIME, the first leading multi-channel “healthy lifestyle” brand, funded by Steve Case’s Revolution, LLC, and acquired by Gaiam. Prior to founding LIME, Ms. Kettler served as a Managing Director and Operating Executive at Solera Capital and was a founding member of the Oxygen Media team.

Board member Geraldine Laybourne said, “Channel One News has been a leading news program for kids and teens for more than 20 years, and we’ve witnessed, firsthand, the evolution of the education industry. As we look for new, innovative ways to create and distribute our award-winning content, we couldn’t be more excited to have CJ’s media expertise, business savvy and entrepreneurial spirit leading the way.”

Channel One's parent company Alloy LLC was acquired by ZelnickMedia in 2010. ZelnickMedia partner Strauss Zelnick said, "By investing in curriculum resources that help teachers tie the daily broadcast to state curriculum standards, Channel One is creating a searchable, on-demand and easily accessible database of non-fiction educational material. With CJ at the helm, Channel One News is poised to make a real impact on the EdTech industry and we're thrilled to have her on board."

Since 2011, Channel One has expanded to a two-tier distribution model that includes a subscription product, giving educators a choice to either pay for non-fiction video content through an interactive whiteboard provider or receive the news program free with sponsorships.

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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 more than 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.

About Zelnick Media/ZM Capital

ZelnickMedia is an investment and management enterprise focused on the media and communications industries. The firm is investing from its private equity fund, ZM Capital and currently has interests in interactive entertainment, mobile communications software and services, direct marketing, digital media, broadcast advertising, media services and publishing. www.zelnickmedia.com.

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