



Channel One News

Channel One News Appoints David Drucker as Senior Vice President of Sponsorship & Advertising Sales

NEW YORK – October 30, 2013 – Channel One LLC, the educational digital content provider and producer of Channel One News, today announced the appointment of David Drucker as Senior Vice President of Sponsorship and Advertising Sales, effective immediately.

In his new role, Mr. Drucker will be responsible for cross-platform sponsorship sales at Channel One News, the leading news program for kids and teens across the U.S.

Channel One News Chief Executive Officer, CJ Kettler, said “We’re thrilled to welcome David to the Channel One News team. David has rich experience in leading successful sales initiatives in the media industry, and we’re excited to introduce his unique skill set to our national audience of advertisers. David is a creative and consultative sales person, which complements our approach to sponsorship of daily news in the classroom. We believe Channel One News has a unique opportunity to develop and produce custom messaging to students and teachers in schools, especially as it relates to STEM jobs and 21st century skills, on behalf of our clients.”

Prior to joining Channel One News, Mr. Drucker was Director of Sales for Disney Channel, Disney XD, Radio Disney and RadioDisney.com, where he led Radio Disney and RadioDisney.com to record quarterly earnings. Before joining the Disney Channel, Mr. Drucker was Vice President of Sales at Captivate Network, where he was influential in helping to establish the company as a leader in the digital out-of-home industry. Prior to Captivate Network, Mr. Drucker was Director of Sales at Westwood One, where he oversaw 23% of Westwood One’s total ad sales revenue, which included three consecutive quarters of record growth.

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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 approximately 5 million young people in upper elementary schools, middle schools and high schools across the country.

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