



Channel One News

Channel One News Launches “Channel One News Everywhere” For Flipped Classrooms

New ChannelOne.com Website Makes Award-Winning Content Accessible Anytime, Anywhere

New Website Also Introduces Service-Based Resource Center for Young People

NEW YORK, NY – June 20, 2013 – Channel One LLC, the educational digital video content provider and producer of Channel One News, today announced the launch of the new ChannelOne.com, making it easier to access, share and interact with Channel One News’ bite-sized, educational videos and supplemental resources from any device, at any time.

Educators are increasingly adopting the flipped classroom approach and integrating educational videos into their daily lesson plans. Additionally, the introduction of mobile and tablet devices and the Bring Your Own Device (BYOD) movement in schools means that video content is now traveling with the user, enabling an “anywhere, anytime” experience. To meet these changing needs, Channel One News is expanding its digital distribution so educators, students and parents can easily access the daily news program, featured video segments on thousands of topics, including 9/11, Hurricane Katrina and Watergate, text-based transcripts, blog posts from our reporters, discussion guide questions and Common Core State Standards (CCSS)-aligned supplemental resources outside of the classroom.

Additionally, ChannelOne.com now offers a resource hub called “Impact,” that helps students who are interested in service-based initiatives connect to organizations that address the issues they’re learning about through Channel One News’ daily programming. This portion of the website will include civic-focused “How To” articles, profiles on service-based organizations and an area for students to share their experiences and help one another connect to relevant causes.

Channel One News Chief Executive Officer, CJ Kettler, said “Channel One News has been in classrooms across the country for more than twenty years, and we’ve always believed that the news is a powerful tool to spark important conversations and real world learning. But we also recognize that teachers’ classroom routines are changing due to the increased use of technology and mobile devices in schools. With the new ChannelOne.com, teachers and students can use the news and real world events to enable authentic learning both in and outside of the classroom. We’re excited about the opportunities that exist to continue to serve the educational community by further leveraging our non-fiction content through strategic partnerships.”

Channel One News General Manager of Digital, Sharleen Smith, said, “In addition to making our award-winning content more easily accessible and platform agnostic, it was also important for us to reposition ChannelOne.com for the 12 to 17-year-old audience of today. These kids and teens are just as comfortable being creators as they are being consumers, and they want to share news and information as much as they plan to take action around it. Building a resource center to help our community find ways to get involved with the issues they care about was an organic next step for us, and we can’t wait to see how our community responds.”

In the next year, Channel One News will develop additional product offerings on the new ChannelOne.com, as the company continues to align its content to CCSS, state and national curriculum standards and builds out additional educational resources and programming.

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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. 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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