



MILLIONS OF VIEWERS WATCHED OVER 1,800 EDUCATION REPORTS ON NBC NEWS, NBC AFFILIATE STATIONS AND NBCUNIVERSAL NETWORKS AS PART OF “EDUCATION NATION”

Online, millions more engaged in “Education Nation” through NBCU’s digital platforms and social media

NEW YORK, NY—Oct. 4, 2011—From Sept. 23-30, millions of viewers nationwide watched over 1,800 education reports that aired on NBC News, NBC affiliate stations and fellow NBCUniversal networks as part of the 2011 “Education Nation” initiative. “Education Nation” also helped to drive the national conversation around education online—reaching millions of people on Twitter, Facebook and NBCU’s digital platforms: msnbc.com, EducationNation.com, TODAY.com and iVillage.com.

In New York City, the 2011 “Education Nation” Summit hosted over 380 teachers, and an additional 450 attendees that included parents, students, educators, business leaders, mayors, governors, policymakers, philanthropists and citizens, for over 20 sessions focused on improving education in America. In addition, over 8,200 people visited the “Education Nation Experience” exhibit from Sept. 23-27, engaging with video and interactive tools to explore the skills, knowledge and training required to succeed in the 21st Century.

On-air and online highlights of NBC News’ 2011 “Education Nation” include:

- From Sept. 25- 30, over 95 education stories and reports aired across NBCU networks, including NBC News, MSNBC, CNBC, Telemundo and The Weather Channel.
- Over 1,700 “Education Nation” stories and reports aired on 194 of NBC’s affiliate stations in local markets across the country from Sept. 23-30.
- During the month of September, msnbc.com viewers watched over 750,000 on-demand and live streams of education video.
- Across EducationNation.com, msnbc.com, TODAY.com and iVillage.com, readers tallied over 1,600,000 views of “Education Nation” pages in September.
- According to Trendr, there were over 19,000 tweets surrounding “Education Nation” for the week of Sept. 25. The “True Reach” of this conversation was over 15.6 million Twitter users.
- “Education Nation’s” official Facebook page saw a total of 3,067 “Likes” for the week, creating more than 350,000 post views.
- EducationNation.com’s “Teacher’s Lounge”—a teachers-only web chat that accompanied the live Teacher Town Hall on MSNBC on Sept. 25—saw 57 comments posted per minute; a total of over 6,800 comments from over 2,000 commenters.

The conversation continues online on Twitter [@EducationNation](#) and facebook.com/EducationNation. "Education Nation" Summit sessions are archived on msnbc.com and EducationNation.com and can be viewed anytime. Visit: EducationNation.com/2011Summit.

"**Education Nation**" seeks to create a thoughtful, well-informed dialogue with policymakers, thought-leaders, educators, parents and the public, in pursuit of the shared goal of providing every American with an opportunity to achieve the best education in the world. These discussions cover the challenges, potential solutions and innovations spanning the education landscape. By providing quality information to the public, NBC News hopes to educate Americans so they can make decisions about how best to improve our education system both in the near and long terms, and to shine a spotlight on one of the most urgent national issues of our time, so that America can once again become the Education Nation of the world.