



NBC NEWS, MSNBC, CNBC AND TELEMUNDO TAKE A SPECIAL LOOK AT EDUCATION WITH DEDICATED PROGRAMMING AND CROSS NETWORK COVERAGE OF NBC'S "EDUCATION NATION"

The Conversation Continues Online as EducationNation.com and iVillage Engage Teachers and Parents

New York, NY - September 21 - NBC News, MSNBC, CNBC and Telemundo will provide cross network on-air coverage of NBC's "Education Nation" with a series of special reports, programming and live events starting Sunday, September 26. The conversation will continue online with special features and reports at MSNBC.com, EducationNation.com and iVillage.

Throughout the week, "Today's" team of anchors and correspondents will provide daily reports on a variety of different schools from across the country. Each anchor will explore a different age group and the challenges they face. "Today" also will host a Teacher Roundtable and a Parents' Workshop, and report on topics such as the value of learning a second language and the opportunities of vocational schools.

On Sunday's edition of "Meet the Press," David Gregory will moderate a special panel that will include Secretary of Education Arne Duncan, live from Rockefeller Plaza.

On "Nightly News with Brian Williams," Education Correspondent Rehema Ellis will explore both the "Race to the Top" project in the U.S., and the secrets behind education success in Finland—where students rank number one in the world. Tom Brokaw will take a closer look at the Gates Foundation's multimillion-dollar research project on teacher effectiveness, and Lester Holt will analyze new technologies and their use in transforming classrooms. "Nightly News" will anchor live from "Education Nation" on Rockefeller Plaza during the summit.

MSNBC will provide live coverage of "Education Nation's" Teacher Town Hall on Sunday, Sept. 26 at 12PM ET. Hosted by Brian Williams, the town hall will bring together teachers from across the country, both in-person and online, to voice their priorities, brainstorm new ideas, and advance the conversation about teaching in the United States. The Teacher Town Hall will air live on MSNBC and stream on EducationNation.com, MSNBC.com, Scholastic.com and iVillage. At 8PM ET, Joe Scarborough and Mika Brzezinski will host a one-hour town hall discussion about the new documentary film by Davis Guggenheim, "Waiting for Superman."

MSNBC will also provide live coverage at 2PM ET on Monday, September 27 as Tom Brokaw hosts an hour with Education Secretary Arne Duncan. Students on campuses across America will watch live and many will have the opportunity to ask questions via satellite. MSNBC will continue on-going coverage of the panel sessions at "Education Nation" both Monday, September 27 and Tuesday, September 28, including a discussion with General Colin and Mrs. Alma Powell, founders and chairs of America's Promise Alliance on "Morning Joe." Taped pieces to air on MSNBC focus on topics such as the rarity of African American Male Teachers; "School

of One" and the classrooms of the future; the debate around teacher pay; and the controversial film, "Waiting for Superman." Andrea Mitchell will anchor live from "Education Nation" on Rockefeller Plaza, as will "Morning Joe" and Dylan Ratigan.

Youth cable network mun2 will also join the celebration. September 19 - 25, the show "The Shuffle," airing at 6pm ET/PT Tuesdays and Thursdays, will feature stories related to education and its importance to Hispanics. In addition, on Friday, September 17 at 7pm ET/PT (with a rebroadcast at 9pm ET/PT), mun2 will air the film "Stand and Deliver," based on the life of the famous Bolivian educator Jaime Escalante and how he defied the educational system to help a group of students from East Los Angeles achieve the highest academic levels. A series of spots showcasing students, Hispanic activists and education will also make up part of the channel's programming during the week. The Web site holamun2.com will also join this initiative by airing short videos about the subject.

CNBC will air special reports during the week of "Education Nation." Jane Wells will take a look at the various dilemmas faced by tech companies as they look to hire from today's workforce including unprepared workers and a lack of women software developers in "Rethinking Tech Jobs." In "Smart Young Savers," Sharon Epperson travels to Memphis, Tennessee—one of the nation's poorest school districts— to learn more about the state's financial literacy program that encourages young students to learn the importance of saving. Also, on Monday, September 27th, CNBC's Tyler Mathisen will anchor CNBC's "Power Lunch" (1-2PM ET) from the plaza at 30 Rock, as we focus on education in America and how we're staying competitive globally. And on Saturday, October 2nd at 9PM & 12AM ET, "The Suze Orman Show" focuses on student loans and paying for college.

iVillage, the essential digital brand for women, will dedicate comprehensive editorial coverage on education issues and topics at www.ivillage.com/educationnation. The page will feature an expert Q&A with Scholastic's Dr. Clayton Wilcox and Scholastic's Chief Academic Officer, Francie Alexander, answering questions from the iVillage community. In addition, conversations will be sparked across iVillage around topics being discussed at the Education Summit. On September 28, iVillage Chief Correspondent, Kelly Wallace will report on school bullying for a national Crosstalk tour with the NBC affiliates.

EducationNation.com will be the comprehensive home to all "Education Nation" content including panel session recaps and participant blogs. Teachers are invited to sign up for the Teacher Town Hall Sunday afternoon by registering at EducationNation.com. The event will be streamed on EducationNation.com as well as MSNBC.com. Panel sessions will also be streamed live during the summit on Rockefeller Plaza at MSNBC.com. The website will also feature a special on the topic of homeschooling. Todd Johnson will be reporting from "Education Nation" for special features on TheGrio.com.

Peacock Productions will produce an introduction to "Education Nation" with Tom Brokaw that will stream on MSNBC.com. They will also produce a closing summary of ideas and news that come out of "Education Nation" to stream online. Additional news segments, both archived and new or updated, will be featured on MSNBC.com, EducationNation.com, NBCLearn.com and TheGrio.com. Local NBC affiliates will be reporting on community-based education stories as well.

For more information visit EducationNation.com, or follow on twitter @EducationNation or find "Education Nation" on Facebook at Facebook.com/EducationNation.

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