



For Immediate Release

## **Scholastic and NBC News Partner To Raise Youth Interest in the Political Process**

**Scholastic Classroom Magazines "Kids Press Corps" to  
Offer Reports for NBC News' Decision 2004 Coverage on  
Today, Weekend Today, MSNBC and MSNBC.com**

**Student Reporters First Assignment: Interview the  
Kids of the Democratic Candidates Asking  
"Why Should Your Parent Be President?"**

New York, NY (December 22, 2003) - In a partnership announced today, Scholastic News, America's leading news source for kids and NBC News, the most watched news organization, will occasionally feature special reporting from the Scholastic Kids Press Corps, a diverse group of student reporters ages 10-14 who will cover the 2004 Presidential Election from their hometowns across the country. Scholastic's kid reporters will offer a unique and youthful, first-person perspective on the electoral process for millions of viewers who tune in to NBC News programming including Today, Weekend Today, MSNBC, MSNBC.com and NBC's owned station group.

The Scholastic Kids Press Corps will also report on the 2004 Presidential Election for Scholastic classroom magazines, *Scholastic News*<sup>®</sup> (for students in grades 1-6), *Junior Scholastic*<sup>®</sup> (grades 6-8), *The New York Times UPFRONT*<sup>®</sup> (grades 9-12) and Scholastic News Online, which reach more than 25 million students and their teachers. In addition, as part of the Scholastic and NBC News partnership, the Scholastic Kids Press Corps will have the opportunity to interview NBC's award-winning journalists who are reporting on Decision 2004. Scholastic will publish these articles, as well as other NBC News materials on Scholastic News Online and in Scholastic's classroom magazines.

"The mission of Scholastic classroom magazines is to encourage students to learn about and take an active role in the world around them. Through Scholastic's vast reach into the classroom and NBC's leading news programming, this partnership will inspire and excite millions of students to learn about and discuss our country's electoral process and the important issues facing our nation," said Rebecca Bondor, Editor in Chief, Scholastic Classroom Magazines.

"NBC News is delighted to partner with Scholastic, a trusted source of information for students, parents and teachers, to engage a new generation in the political process and in journalism. We look forward to working with them on the issues young people care about most," said Mark Lukasiewicz, Executive Producer of NBC News' Decision 2004 coverage.

For their first major assignment, the Scholastic Kids Press Corps will interview the children of the Democratic candidates and find out why they think their parent should be the next President of the United States. In addition, they will interview the candidates during the Republican and Democratic Conventions.

For more than 70 years, NBC News has been the primary source of global news and information for generations of radio listeners, television viewers and Internet users, providing immediate coverage and in-depth reporting of major events. Operating around the clock, NBC News has bureaus in key cities in the United States and overseas. NBC has become the dominant force in television news, watched by more Americans than any other news organization. NBC News provides 24 hours of weekly programming in the United States, including the No. 1-rated broadcasts "NBC Nightly News with Tom Brokaw," "Today" and "Meet the Press." The network also produces weekend editions of "Nightly News" and "Today." "Dateline NBC" is the signature broadcast for NBC News in primetime two nights a week. Also under the NBC News umbrella is MSNBC, the 24-hour cable news channel and Internet service ([www.msnbc.com](http://www.msnbc.com)), launched in 1996. NBC News' corps of talented and respected anchors and correspondents continues to set standards of quality and integrity that have become the hallmark of all NBC broadcasts. Imbued with a rich history, NBC News continues its pioneering role in telecommunications and is poised to meet the challenges of this century.

Scholastic is the largest publisher of educational magazines with 34 publications for grades PreK-12, reaching over 25 million students and teachers across the country. Teachers rely on these publications to enhance instruction in such subjects as science, reading and language arts, math, social studies, current events, history, geography, world languages and art. Scholastic News Online ([www.scholastic.com/news](http://www.scholastic.com/news)), the magazines' online companion gives teachers, students and parents an additional resource with which to learn about and discuss current events in the classroom and at home.

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