



**NBC NEWS TAKES A SPECIAL LOOK AT EDUCATION WITH DEDICATED PROGRAMMING AND CROSS NETWORK COVERAGE OF "EDUCATION NATION"**

*Includes reports and programming on NBC News, MSNBC, CNBC, & Telemundo*

New York, NY - Sept. 20, 2011 - 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 23. The conversation will continue online with special features and reports on NBCNews.com, EducationNation.com, theGrio.com, NBCLatino.com and iVillage. NBC's affiliate stations will also contribute education reports in markets across the country.

On Monday, Sept. 24 Savannah Guthrie and Jenna Bush Hager will be live from The New York Public Library (NYPL) — home of the "Education Nation" Summit. Jenna, who reports extensively for Today on education issues, will highlight one of the case studies— a community-based organization out of Illinois that actively engages urban immigrant parents in their children's classrooms. Savannah will then talk with Jenna and San Antonio's Mayor Julian Castro about his city's educational initiatives. The focus will be on access to Pre-K and getting urban high school students the help they need for the college admissions process. Later in the show, Guthrie will be joined at the NYPL by the Grammy-winning singer, Ashanti, representing the Read for the Record initiative. On Tuesday, Sept. 25, "TODAY" will air Savannah Guthrie's taped interview with President Obama, discussing his plan for education in America. Also, NBC News Chief Education Correspondent Rehema Ellis will take viewers to a Massachusetts Technical High with a competitive edge. On Wednesday, Sept. 26, "TODAY" will feature Brian Williams' interview with Governor Mitt Romney from Tuesday's "DECISION 2012 at Education Nation" Summit session, where Romney discusses his vision for education.

On Sunday's edition of "Meet the Press," David Gregory will discuss education policy issues at the heart of this year's presidential election.

On Monday, Sept. 24 at 6:30 PM/ET on "NBC Nightly News with Brian Williams," Chief Education Correspondent Rehema Ellis reports on ideas being discussed by leaders, educators and students at the "Education Nation" Summit, including: classroom innovation, parental engagement, and education as a matter of national security. On Tuesday, Sept. 25, "Nightly News" will focus on the presidential candidates' vision for the nation's schools, as Brian Williams talks with Governor Mitt Romney and Savannah Guthrie talks with President Barack Obama. Throughout the week, "Nightly News" will have continuing coverage, including a new way of teaching and learning called the Common Core, and a program to meet the nation's growing need for science and math teachers.

On Sunday, Sept. 23, the first-annual Student Town Hall will air as part of "The Melissa Harris-Perry Show" on MSNBC at 10:00AM/ET, with participation from Luke Russert and Mara Schiavocampo. MSNBC will also provide live coverage of "Education Nation's" Teacher Town Hall on Sunday at

12:00PM/ET, moderated by Brian Williams with help from Rehema Ellis, Tamron Hall and Jenna Bush Hager. The Teacher Town Hall will air live on MSNBC and stream on EducationNation.com, NBCNews.com, and Scholastic.com. Later on Sunday from 6:00-7:00PM/ET, MSNBC will be live from the red carpet premiere of "Won't Back Down," where Alex Wagner will interview the stars of the film, and special guests such as Randi Weingarten and Michelle Rhee. The hour will also feature segments from an "Education Nation" panel that afternoon focused on parent engagement. MSNBC will also provide live coverage of Mitt Romney sharing his vision for education from the "Education Nation" stage on Tuesday, Sept. 25 at 11:00AM/ET.

On Monday, Sept. 24, "Andrea Mitchell Reports" is live from the "Education Nation" Summit at NYPL at 1:00PM/ET, with interviews from Condoleezza Rice and Chelsea Clinton. On Tuesday, Sept. 25, "The Daily Rundown" will be live from the Summit at NYPL. At 10:00AM/ET, Chris Jansing will be joined by Michelle Rhee, founder and CEO of StudentsFirst, and Randi Weingarten, President of the AFT. At 11:00 AM/ET MSNBC's Thomas Roberts will be joined by U.S. Secretary of Education Arne Duncan, as well as Dennis Van Roekel, President of the National Education Association. "News Nation's" Tamron Hall will have NFL player Nnamdi Asomugha at 2:00PM/ET.

On Monday, Sept. 24, CNBC's Michelle Caruso-Cabrera will broadcast live from the Plaza during CNBC's "Squawk Box" (6:00-9:00AM/ET). Caruso-Cabrera will interview Craig Barrett, the former CEO and Chairman of Intel Corp to discuss the impact of charter schools and school choice on education and what role innovation will play in the school of the future, among other topics. Throughout CNBC's Business Day programming on Monday, Sept. 24 & Tuesday, Sept. 25, CNBC will feature special financial education segments. With the looming "fiscal cliff" and massive changes in income, estate and gift taxes possible come January 1, 2013, CNBC's Sharon Epperson will report on how now is the time to take advantage of annual and lifetime gift tax exclusions – and what you could be missing. CNBC's Jane Wells will take a look at career academies inside high schools. CNBC's Julia Boorstin will report on how education technology is the hot new startup sector. And, CNBC's Scott Cohn will look at the more than one trillion dollar student loan debt and what risk it poses to consumer credit and the broader economy. Cohn will also visit North Carolina's Davidson College, an independent liberal arts school that has eliminated student loans replacing them with grants and work-study programs so that all students graduate debt free.

As part of NBC News' third annual Education Nation Summit in New York City, Telemundo will be featuring special education reporting throughout its programming all next week. On Monday, September 24 at 3:20PM/ET, renowned news anchor Jose Diaz-Balart will moderate a panel with education experts touching upon topics such as blended learning, technology and charter schools which will be available via web stream at [EducationNation.com](http://EducationNation.com). Later that day at 6:30PM/ET, Diaz-Balart will anchor the national network newscast "Noticiero Telemundo" from the New York Public Library, where the Summit is taking place. Telemundo's weekly political affairs show "Enfoque," hosted by Díaz-Balart, will feature "Education Nation" stories on Sunday, September 30 at 12:00PM/ET. In addition, throughout the week Telemundo's morning show, "Un Nuevo Dia," its newsmagazine, "Al Rojo Vivo," and Telemundo's nightly network news will feature segments and stories focused on the topics covered by this year's "Education Nation" Summit.

[EducationNation.com](http://EducationNation.com) will be the central showcase for NBC News' multimedia coverage of the "Education Nation" Summit events. In addition to carrying live webcasts of the Town Hall and Summit events, consumers can go to the site for a deeper examination of issues that are part of the national conversation around education. At the heart of our coverage will be a series of Education Nation Case

Studies, co-produced with The Hechinger Report and NBCNews.com, highlighting people and organizations that have found innovative solutions to education problems. The site will feature an interactive toolkit where users can go to find out more about the programs developed, the challenges faced and the students served. There will also be a robust conversation in Social Media and the public is invited to participate in Facebook (<http://www.facebook.com/educationnation>) and on Twitter: [@educationnation](http://twitter.com/educationnation) (<http://twitter.com/educationnation>).

[TheGrio.com](http://TheGrio.com) will do a series of educational pieces focused on the Chicago school system, the latest Schott Report which details a shockingly low graduation rate for black male students, and a series of reports on five school systems who are using innovative strategies to improve the educational outcomes of their students. We will review a new educational initiative by Dominique Sharpton, and focus on “good news” stories related to urban education.

[NBCLatino.com](http://NBCLatino.com) will offer editorial coverage for the duration of this year’s “Education Nation” Summit. Digital Journalist Sandra Lilley will be on site for the duration of the summit, interviewing the newsmakers, parents and students attending the various events. NBCLatino will stream both the Student Town Hall and Teacher Town Hall Sunday, Sept. 23 on NBCLatino.com. In addition, the site will feature interviews with San Antonio Mayor Julian Castro on the importance of parental involvement in childhood education; Frank Alvarez, the President and CEO of the Hispanic Scholarship Fund; and Rosie Perez, one of the stars of the movie “Won’t Back Down.”

[iVillage](http://iVillage.com) will take an in-depth look at education, running articles and an exclusive video report from iVillage Chief Correspondent Kelly Wallace, who will profile a school in Rockaway, New York, that is implementing an innovative approach to the classroom with online learning. In addition, three parents and bloggers from iVoices on iVillage – a franchise which features ‘real’ women and men around the country who contribute stories on the topics most meaningful to them - will join Wallace live at Education Nation to blog, tweet, and post about their experiences.

Peacock Productions will produce a video package that will be played at the Opening Ceremony of “Education Nation,” narrated by Tom Brokaw. The team will also produce the re-cap video that is played at the conclusion of the Summit and summarizes all of the ideas and news that came out of the sessions.

For more information about “Education Nation,” visit [EducationNation.com](http://EducationNation.com), check us out on Facebook: [facebook.com/EducationNation](http://facebook.com/EducationNation) or follow us on Twitter [@EducationNation](http://@EducationNation).

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