



Channel One Network[®]

ANCHORSEARCH

Partnership Programs

Channel One News anchors provide our 8 million teen viewers with real and engaging reports on world events and teen issues. Every year during Student Produced Week, Channel One turns over the entire production of its award-winning daily news show to selected members of our audience, providing them with the exciting opportunity to deliver world news to their peers.



Building on the popularity of Student Produced Week, Channel One is conducting a national **ANCHOR SEARCH**, hosting events where teens will have the opportunity to audition for a guest anchor spot.

Select sponsors will receive national exposure and participation in a 10 event weekend mall tour (5 major markets, 2 events per market). The winner will fly to the Channel One studios in Los Angeles to debut on *Channel One News* during "Student Produced Week."

With **ANCHOR SEARCH**, Channel One Network has created an annual and renewable marketing partnership that offers advertisers a compelling promotional platform targeting teen consumers. Sponsor benefits include:

- Exclusivity in your product category
- Sampling/product marketing opportunities at mall events
- Signage opportunities at malls
- Sponsor ID on-line, in all in-school materials (posters and flyers), and in Channel One's *Educator's Guide* (circulation 450,000)
- Sponsor ID in all consumer and trade PR initiatives



Call your Channel One representative or 212-508-6800 for more information.