



(INSERT CABLE SYSTEM LOGO)

## FOR IMMEDIATE RELEASE

### **(CABLE SYSTEM) AND NBC UNIVERSAL ROLL OUT THE EDUCATIONAL PROGRAM: 'NBC UNIVERSAL ON THE SET'**

#### ***(Location) Schools Participate on Initiative Focusing on Diversity in Television Offering Students the Opportunity to Be Television Producers***

(City, State)- (Date) – (Cable System) and NBC Universal have partnered to offers high schools the educational initiative “*NBC Universal On The Set*”. The program focuses on diversity in television and provides students from our local high school(s) the opportunity to participate in a national essay contest to win a week-long television production internship with NBC Universal in New York City during the summer of 2007.

*On The Set's* mission is to foster diversity in television and to offer students, ages 14-18 the opportunity to receive hands-on experience if television production. Diversity Discussion Guides are provided to teachers who encourage students to voice their opinions in a 250-word essay or 90 second video. Projects that are submitted to NBC Universal are eligible to win a spot in the internship. The schools of students winning the national contest will receive a \$1000 grant from (Cable System) and NBC Universal to support media arts programs.

During the Internship, students will work with television professionals to learn about the process of producing television. Participants will receive experience in script development, directing, acting, lighting, photography and editing. The videos that are produced will also be delivered to other digital platforms including broadband, telephone and high definition. In addition, students will have a first hand look by interacting with an NBC Universal production.

“(Cable System)” is delighted to join NBC Universal Cable in delivering this unique learning experience to teachers and students in our community,” said Cable System) spokesperson (Name). “Using our resources to work directly with schools on programs such as *On The Set* provides us an exclusive opportunity to develop creative skills and bring hands-on educational experiences to teens.”

Broadening the program's reach, NBC Universal is partnering with the National Association for Multi-Ethnicity in Communications (NAMIC) and The Cable Center to create these opportunities and invite a more diverse pool of young talent to consider future educational and, ultimately, professional paths in television.

“NBC Universal is proud to support this program where we can partner with our cable affiliates to provide students in communities across the country both technical and leadership skills and encourage innovative and out of the box thinking”, commented Gina DaDan, Director, NBC Universal On The Set. “On The Set will help pave the way in cultivating a more diverse landscape in our industry by reaching out to today’s youth in a creative way at a very critical point in their lives”.

Educational materials and student entry forms for the essay and digital contests are available through local schools in (Cable Company) service areas, at (Cable Company) locations or online at [www.nbcuontheset.com](http://www.nbcuontheset.com). For additional information, please visit [www.nbcuontheset.com](http://www.nbcuontheset.com).

### **About (Cable System)**

(insert Cable System boilerplate information)

### **About NBC Universal Television Networks Distribution**

NBC Universal Television Networks Distribution, a division of NBC Universal, one of the world's preeminent media companies, drives the company's cable strategic development and growth including video-on-demand, pay-per-view, HDTV and retransmission consent, and oversees the cable distribution, marketing and local ad sales of fourteen properties (Bravo, CNBC, CNBC World, MSNBC, mun2, NBC Weather Plus, SCI FI, ShopNBC, Sleuth, Telemundo, Telemundo Puerto Rico, Universal HD, USA and the Olympics on cable).

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