



118 King Street
San Francisco, CA 94107

t 415.995.8200
f 415.995.8283

www.current.tv

FOR IMMEDIATE RELEASE

Media contact: Amanda Gruder Rothman
(310) 550-7776
agruder@bwr-la.com

CURRENT TV INTRODUCES “CURRENT JOURNALISM” PROGRAM

San Francisco (July 26, 2006) –Current TV today unveiled its new “**Current Journalism**” program (<http://current.tv/cj>) aimed at attracting submissions from those who seek to produce news and journalism-based pods. Since its launch in August 2005, Current has featured original, in-depth reports from across the U.S. and from over two-dozen countries. With its CJ program, Current hopes to continue its mission of empowering viewers to tell their stories about what’s going on in their world. While continuing to develop a broad base of viewer created content (VC²) producers, Current TV is also developing a new generation of video journalists.

The CJ program features an introduction by Sean Penn, and profiles Adrian Baschuk (<http://current.tv/adrian>), who was among the first viewers to upload a journalism pod to Current, a piece about the disengagement of the Gaza Strip. Since then, Adrian has been a regular contributor to Current TV, submitting pods from Israel, Iraq, Jordan, and North Korea among other countries.

To be considered as a Current Journalist, aspirants should upload a video story to the CJ assignment desk through the Current Studio (<http://www.current.tv/studio/create/cj>). Part of the submission process requires the journalist to accept a Current Journalism code of ethics (www.current.tv/cj/ethics).

“We’re taking the opportunity to tell stories from around the globe in a way that’s fresh and relevant to young people,” said Laura Ling, Supervising Producer of Vanguard Journalism. “Current Journalism is way to share world events with a generation that doesn’t relate to the evening news.”

If the piece fits into one of Current’s journalism pod families (“News Current,” “Current Contraband,” “UnderCurrent,” “Current Controversy,” “Current Issue,” “Current War”), it is accepted into the CJ section of Current’s web site. Once uploaded, it is eligible to air on the network’s TV broadcast, either by earning votes from the public (called “greenlights”) or being selected by the programming department. Once a piece is selected for air, the producer is asked to provide a list of sources for any assertion of facts in the pod so that piece can be rigorously fact-checked by Current’s Vanguard Journalism department. Once a contributor airs a Current Journalism piece on Current, he or she becomes part of the Current Journalism network, earning the ability to not only submit more pieces, but to receive commissioned assignments as well.

Current Journalists are paid on the same scale as VC² producers for pieces they upload: \$500 the first and second time the network options a segment, \$750 for the third and \$1,000 for the fourth and thereafter. Current Journalism pods have covered topics ranging from the AIDS epidemic in Kenya, to the journey of Central American migrants trying to reach the U.S., to methamphetamine addiction in Montana. In addition to the TV broadcast, some of the best of these pods can be seen in the Current Studio’s video preview page at <http://www.current.tv/video>.

(more)

Current contributor Adrian Baschuk commented, “By enabling journalists like me to break the formula of the one minute and thirty-second news package, Current is giving viewers a lot more. They’re airing pieces untouched by a traditional editorial desk and accepting longer videos up to five or ten minutes long, and as a result we get to cover global issues in a voice, and with an authenticity and a risk-taking approach that traditional broadcast news can’t reproduce.”

Current TV, which launched August 1, 2005, is the first national network created by, for and with an 18-34 year-old audience. Current is about what’s going on in their world, in their voice. Current is also the first network in history whose programming is created in part by the very audience who watches it. It has developed the television industry’s leading model of “viewer created content” (VC²), which composes roughly one-third of Current’s on-air broadcast, and allows the audience to submit short-form, nonfiction video “pods,” “viewer created ads” (V-CAMs), and mobile video. Its award-winning programming ranges from the hottest trends in technology, fashion, music and videogames, to pressing issues such as the environment, relationships, parenting, finance, politics and spirituality. Current is available in 29 million U.S. homes via Comcast channel 107, Time Warner Cable, and DirecTV channel 366. For more information, please visit the website: www.current.tv.

#