

## **FOX News Partners With ThePalestra.com to Present Student-Driven Content**

*College Journalism Students to Showcase Talent on Cable's Top-Rated Source for News*

**NEW YORK -- (October 23, 2007)** – FOX News has entered into an exclusive partnership with ThePalestra.com – the top destination for young adults who follow college culture – to present and archive original content on FOX News Channel (FNC) and FOXnews.com. This association brings ThePalestra.com's reporting from the Millennium generation perspective to the mainstream media. The joint announcement was made by FOX News Senior Vice President of Development, Joel Cheatwood and Chief Executive Officer and Co-Founder of ThePalestra.com, Joe Weasel.

A content-rich online source for news and entertainment, ThePalestra.com staff is comprised of paid student reporters and contributing editors-at-large who collect, produce, package, and deliver broadcast-quality news and cultural segments. ThePalestra.com student reporters are guided by an experienced team of seasoned broadcast journalists based on The Ohio State University's campus in Columbus, OH. Content is then sent for final review by FOX News producers before being featured on FNC and FOXnews.com

FOX News is in development to create regular ThePalestra.com-driven segments on several of their top-rated programs, in addition to devoting air-time on an ad-hoc basis to ThePalestra.com's student journalists from more than 100 college campuses across the country. All of ThePalestra.com content will be archived in a designated portal on FOXnews.com.

In making the joint announcement, Cheatwood said, "The partnership with ThePalestra.com is mutually beneficial on several levels. FOX News will receive quality original content created by, and intended for young adults – and the nation's brightest aspiring reporters and producers have the opportunity to showcase their talents on the nation's number one cable news outlet."

ThePalestra.com's Joe Weasel added, "FOX News is a perfect fit for the content we are creating at ThePalestra. With its global reach and broadcast portals from news to entertainment to sports and online, FOX News is the ideal example of the convergence of traditional news and online media, which is the base which we are built upon."

### **About FOX News Channel**

FOX News Channel (FNC) is a 24-hour general news service covering breaking news as well as political, entertainment and business news. For more than five years, FNC has been the most watched cable news channel in the nation, presenting the top eight out of ten programs in the genre for 2007 to date. Owned by News Corp., FNC is available in more than 90 million homes.

### **About ThePalestra.com**

ThePalestra.com is a go-to portal for teens and young adults who follow college culture. It's where students go for a fresh perspective on campus trends; it's where they go to sample streaming audio and video content broadcast from colleges coast to coast. Student reporters – from Akron to Northwestern to Yale - represent more than 100 schools on camera. ThePalestra.com's campus correspondents are chosen for their professionalism and commitment to quality journalism. They are dedicated, bright and ambitious. They are selected for their ability to translate news from a college perspective to a wider audience. They are the next generation of broadcast television talent. Pa•les•tra – from Greek meaning "a public place for training and practice."

