

Channel 4, ITN and Illumina Digital launch Breaking the News

Channel 4, ITN and the integrated media production company Illumina Digital, release **BREAKING THE NEWS**, a ground-breaking Channel 4 and ITN initiative to offer first-hand experience of the complex and time-critical process of producing and editing a news programme.

On November 29th 2005, nine young people will spend the day at ITN headquarters to produce their very own version of *Channel 4 News*, which will be streamed live on www.channel4.com/breakingthenews directly after the evening's main *Channel 4 News* bulletin.

The *Breaking the News* website is a unique programme split into four different units, which include an analysis of TV news, working in TV journalism, TV news and society and producing TV news. In addition, the programme includes online masterclasses from Channel 4 news staff and regularly updated video news footage from ITN, which allows users the chance to create their own news stories.

Nine schools are currently trialing the high tech website in the run up to its official launch on November 29, when the pioneering interactive news project goes live across the country. Each school will file a video news report about a story local to their area and compile a feature using rushes provided by ITN. And on the November 29 itself, they will also file an on-the-day story under the pressure of a real deadline via the web using a specially developed web-editing tool.

For the public at large, the website also features exclusive behind the scenes video of a day in the life of Channel 4 News from morning news conference to finished broadcast, masterclasses with ITN journalists, and a full online course in broadcast news.

Heather Rabbatts, Head of Education, Channel 4 and Chair of the Media Literacy Task Force said: "*Breaking the News* aims to give young people a unique insight into how the news they watch is put together and shaped, as well as the tools to make the news themselves."

Illumina Digital's Director of Education and Broadband Mike Flood Page said: "*Breaking the News* is the fruits of an important Channel 4 initiative to improve media literacy and help people to understand how the media works. The aim is to give students a theoretical and practical understanding of the social, political, creative and technological choices involved in television news and to encourage a better understanding of the role of news services within a democratic society.