



The Home of Next Generation Storytellers

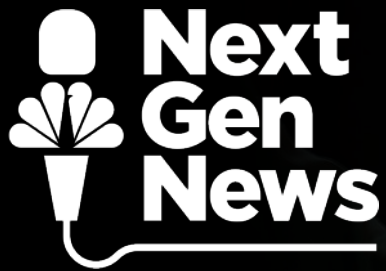
MAY 2020

Together, We Pave the Way for Future Storytellers

With countless news sources and outlets, GenZ has moved away from traditional media and is leaning towards social media to stay informed on current events.

Recognizing this evolution of media consumption and sharing, NBCUniversal brings forth an impactful opportunity to tap into a white-space audience and cultivate the development of GenZ.

Together, we'll empower GenZers to raise their voices and tell their stories responsibly through a pioneering program:





Introducing NBC Next Gen News

Empowering GenZ To Tell Their Stories

Our Mission

Create a global multi-platform, multi-lingual initiative built to inspire, inform, empower and support the next generation of storytellers (4th – 8th graders / 9-13 years old). Together, we will educate and arm GenZ with the tools they need to navigate the news, and tell their own stories.

Our Content

The content will be centered around feel-good stories, global and community topics/initiatives, and prosocial efforts, while leaning into passion points inclusive of current affairs, entertainment, fashion, beauty, sports, movies, tech, and more.



NBC NEXT GEN NEWS

NBCUniversal



Why Engage In This Timely Initiative to Educate GenZ?



The successful pilot of NBC's *Nightly News Kids Edition* with *Lester Holt* has created momentum with GenZ as our historically 'adult' news property has embraced the need to help children make sense of the world during this critical time



With the closure of schools, families and teachers are looking for resources and tools to engage with their kids/students to continue inspiring a learning environment



Consumers are looking for brands to make an effort in supporting society at the moment and build connection



Enables brands to play a part in educating younger audiences and building a relationship

"The reaction has been amazing... parents mainly are saying thank you ... Thanks for giving us something for our kids. It's a struggle everyday to keep them engaged ... they are dealing with this just like we are"
~Lester Holt

Together, We Provide the Solutions

Reach, Engage & Empower GenZ Storytellers Globally



The Challenge

With no representation in main stream news coverage & topics, the voice of GenZ is absent.

The Solution

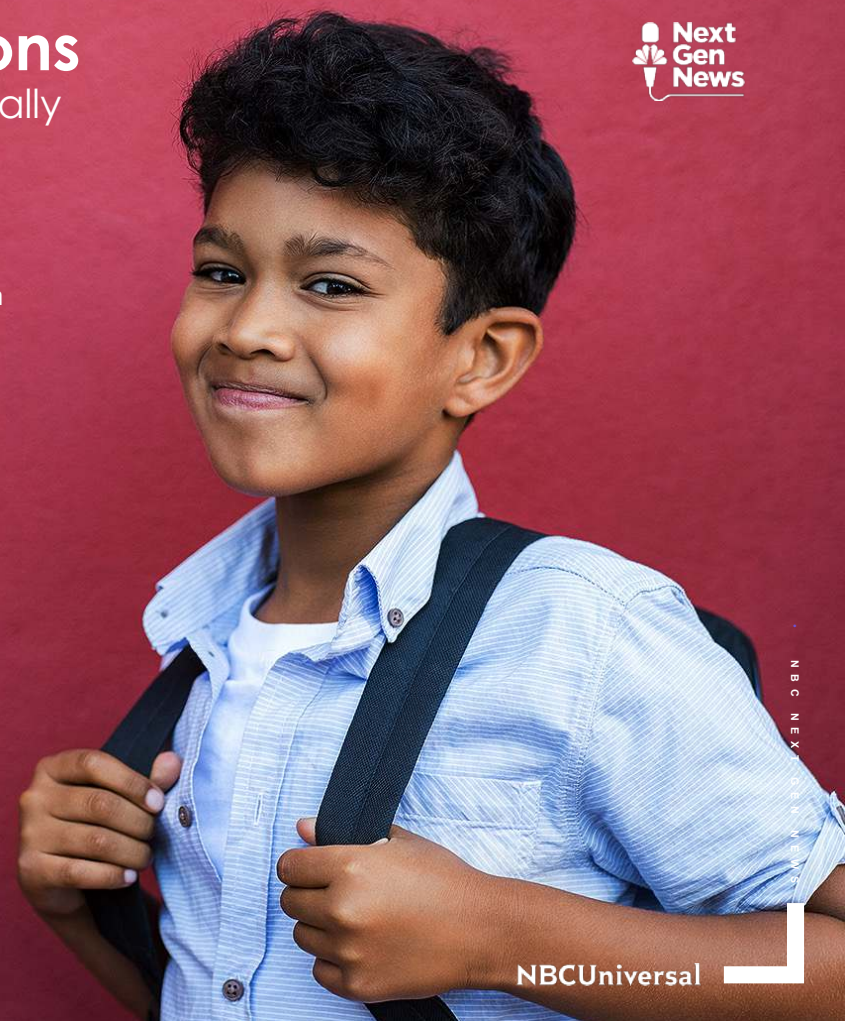
Introduce the voice of GenZ throughout NBCUniversal's infinite portfolio and beyond, by giving them a dedicated platform with stories that are made for and about them.

The Challenge

With a lack of resources, curriculum and knowledge to create stories, GenZ lacks credibility.

The Solution

Develop the tools to navigate the news with the esteemed talent and resources of the NBCUniversal portfolio inclusive of NBC News Brands and beyond.



NBC NEWS

Program Architecture

Multi-Platform, Multi-Lingual, Global Scale

Global Storytelling Toolkit

Creating a digital learning center to house all content and materials that is powered by NBC News mainly and other NBCU properties.



Next Gen News Team Academies

NBC News journalism seminar(s) and inaugural bootcamp(s) at the Universal Studios park(s) will give GenZ an introduction into journalism/storytelling.



Next Gen News Team National Anchor Team

TODAY will kick off a contest to build a studio in a deserving school as well as a nationwide search for our future Next Gen News Team Anchor Team.



Curated Global Content

Inspiring GenZ around the world, we'll partner with Sky Media for a global approach inclusive of Sky Academy and The Global News Stream.



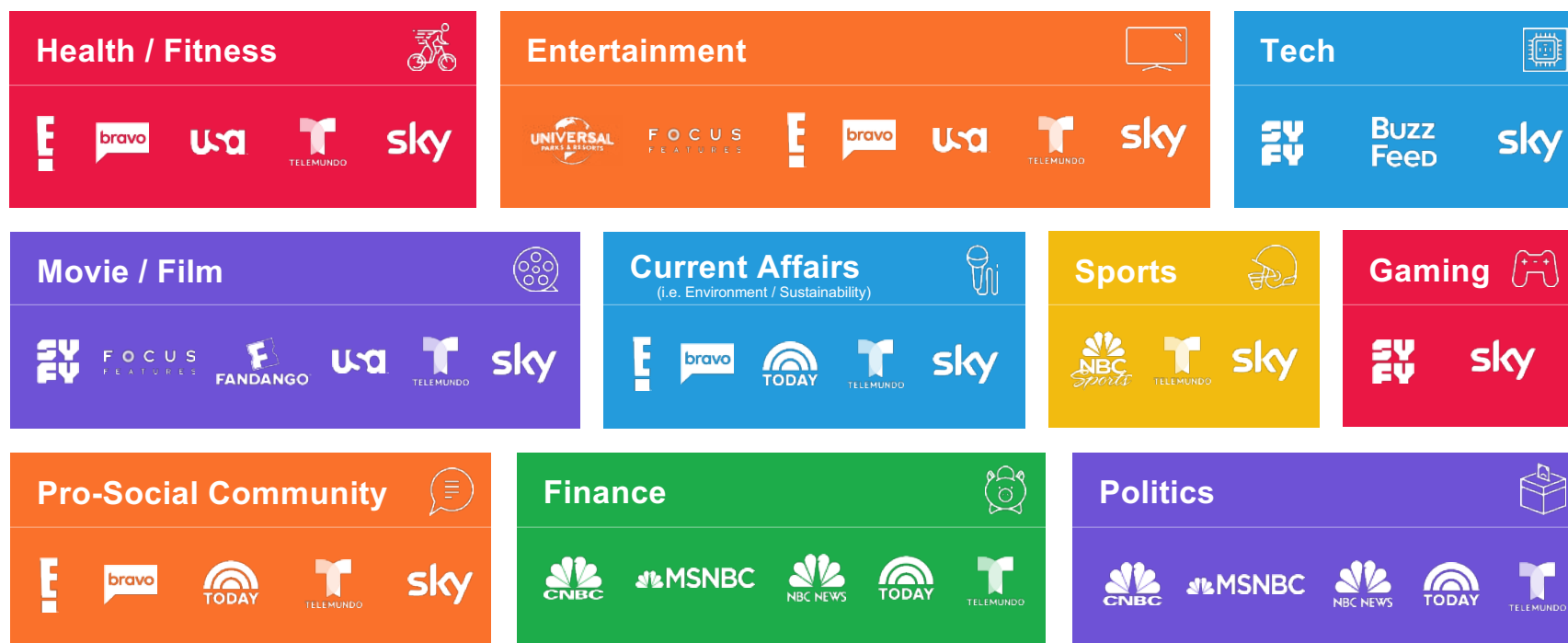
Curated Broadcast Segments

Curated segments created with our Next Gen News Team Anchor Team to air across NBCU networks that will lean into a variety of passion points: news, current events, sports, fashion, movies, tech, entertainment and more.



Sample Content Pillars

Bringing GenZ's Voice & Passions to Life



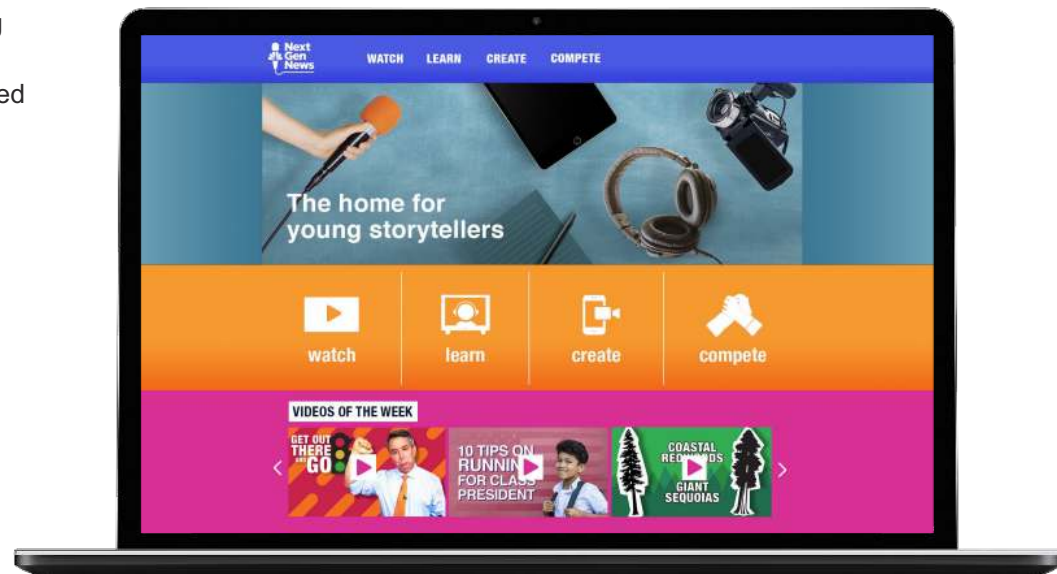
The Next Gen News Team Global Storytelling Toolkit

A Central Digital Location of Resources



The dedicated Next Gen News Team global storytelling toolkit will live within a digital learning center offering GenZ (and parents/teachers) resources and a developed curriculum including:

- “How to” explainers by top NBC News & NBCU talent
- Stock footage
- Generic graphics packages and editing tools
- Lesson plans and media literacy training
- GenZ-friendly NBC News stories
- Platform for scholastic work
- Toolkit powered in partnership with 3rd party company



NBC NEXT GEN NEWS



The Digital Learning Center



<p>WATCH: With a soft news approach, GenZ can tune-in to catch up on the relevant headlines that appeal to them with curated stories from across the NBCU portfolio and potential third party partners.</p>	<p>LEARN: With the help of the NBC News brands and storytelling talent, GenZ will learn how to navigate the news and tell news stories responsibly. 'How to' instructional videos, lesson plans and media literacy courses will inspire continued learning.</p>	<p>CREATE: GenZ can create and share their own news stories with others across the globe! With access to graphics, animations, stock footage and imagery, GenZers can elevate the design and look of their content.</p>	<p>COMPETE: GenZ will have the opportunity to enter into contests to showcase their best storytelling work either on-air or feature on the homepage of the digital learning center.</p>

Unique Sponsorship Opportunities

Innovative Ways For Your Brand To Get Involved



Educator

- Leverage brand ambassadors to help teach GenZ in their area of expertise (i.e. General Mills leveraging a nutritionist to speak about health stories)



Enabler

- Provide tools and / or resources that enable storytelling (i.e. Adobe Software)
- Provide content to be consumed by GenZ (i.e. Samsung to provide content on how their technology connects the world)



Funder

- Fund efforts to create newsrooms in school(s)
- Fund scholarships for individual students interested in storytelling / journalism
- Branded contests that allow students to showcase what they've learned and provide prizes



Career Spotlight

- Put a spotlight on different storytelling careers from a brand perspective
 - Stories could include:
 - Telling a brand story
 - Creating a commercial
 - Developing a song for your brand
 - How I found my career



Media

- On-air partnership elements and Next Gen News amplification
- Digital and social sponsorship elements
- Press coverage / events

Categories of Interest

Endemic: Tech/Telecom, Education, Retail, Beauty, QSR, CPG Food, Beverage, Gaming, Studios

Non-Endemic: Travel, Auto, Household, Finance, Insurance



Your Brand Opportunity

A Fresh, Aspirational Initiative
to Drive Engagement

Brand Benefits

- ✓ Innovative, ownable, and scalable brand-safe solution
- ✓ Reach a new, younger demographic in a meaningful way
- ✓ Authentic opportunity to build brand loyalty

Brand Impact

- ✓ Teach GenZ how to master media literacy
- ✓ Partner with GenZ to source local news stories
- ✓ Aid in editorializing a white space to empower GenZ to make a difference



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Thank You!