



**MTV TACKLES AMERICA'S HIGH SCHOOL DROPOUT CRISIS  
WITH SPECIAL PROGRAMMING, VOICES OF HOPE AND  
"SILENT EPIDEMIC" SUMMIT**

**New Documentary "The Dropout Chronicles" Examines Obstacles High  
School Students Face in Graduating, Premieres May 9<sup>th</sup> at 8:30 PM ET/PT  
on MTV2 with Sneak Peek on MTV May 9<sup>th</sup> at 2PM ET/PT**

**Jynell Harrison of Providence, RI Wins National "Be the Voice"  
Essay Competition and \$10,000 College Scholarship**

**"Be the Voice" Winner to Join MTV President Christina Norman, Mrs. Laura  
Bush, Tim Russert and Nation's Foremost Authorities on Dropout Crisis at  
"National Summit on America's Silent Epidemic" May 9<sup>th</sup> in Washington, D.C.**

**New York, NY (April 25, 2007)** – In an effort to help change the course of America's dropout crisis – which each year results in more than 1 million U.S. high school students dropping out – MTV: Music Television today announced the premiere of a new documentary examining America's "Silent Epidemic" and the winner of its "Be the Voice" college scholarship competition. The announcements are a prequel to MTV's participation in the May 9<sup>th</sup> "National Summit on America's Silent Dropout Epidemic," where MTV will join Congressional leaders, students, governors and educators in a call to action to end a dropout crisis that squanders the potential of America's youth at great economic and social costs.

On May 9<sup>th</sup> MTV News will premiere "The Dropout Chronicles," a stark portrait of three high school students facing unique obstacles and all on the brink of walking away from their high school diplomas. The new documentary depicts how young people from similar backgrounds make different choices about their education and how varied interventions by teachers, parents, friends and other factors impact the outcome of these choices. Sean, from Miami, finds school boring and often cuts class, but wants to make his father proud and become the first male in his family to graduate high school. Glendy, of the Bronx, has already been held back a year and faces a daunting daily commute just to *get* to school. Maxine, from San Diego, is only one exam away from her diploma...or so she thinks. Only one will graduate. "The Dropout Chronicles" follows these individuals as their fates unfold, premiering May 9<sup>th</sup> on MTV2 at 8:30 PM ET/PT, with a special sneak peek on MTV at 2:00 PM ET/PT that same day.

As part of MTV's commitment to serve as a megaphone for its audience and offer young people a hand in solving America's dropout crisis, today MTV also announces Jynell Harrison of Providence, Rhode Island as winner of *thinkMTV*'s national "Be the Voice" essay competition. The challenge asked current and former students to share the challenges they've faced in trying to graduate from high school and prepare for college or the workplace. As winner of the competition, Jynell collects a \$10,000 college scholarship and will share her story and ideas for change at the "National Summit on America's Silent Epidemic" May 9<sup>th</sup> in Washington D.C.

"We were inspired by Jynell's determination in the face of adversity and felt a responsibility to offer her this platform – to share her unique perspective on what America's youth need to overcome the dropout crisis," said Christina Norman, President, MTV. "'The Dropout Chronicles' delves deeper into the epidemic, in an attempt to expose more of its root causes. With these efforts, and MTV's involvement in the upcoming National Summit, we hope to help initiate targeted action that results in more high school students graduating prepared for college and the workforce."

MTV joins TIME, the Bill & Melinda Gates Foundation, Civic Enterprises and the National Governors Association in hosting the "National Summit on America's Silent Epidemic," where policymakers, educators, students, business leaders and more will examine the causes of the dropout crisis and ways to increase the number of students who graduate high school ready for college, career and life. Mrs. Laura Bush and MTV President Christina Norman are among the many leading voices who will gather for the landmark conference. MTV News will provide a digital broadcast of highlights from the event, providing America's youth the opportunity to view and comment on the summit's proceedings and to offer their own perspectives about the issue. "The Dropout Chronicles" will be unveiled at a special premiere screening tied to the Summit – to be held at the National Music Center and Museum Foundation Carnegie Library on the evening of May 8<sup>th</sup> – and will also be screened at the event on May 9<sup>th</sup>.

#### **About *thinkMTV***

*thinkMTV is the umbrella for the network's on-air, off-air and online "pro-social" campaigns that engage, educate and encourage young people to take action on some of the biggest challenges facing their generation, including the Break the Addiction campaign on global warming, the Choose or Lose campaign on the presidential election, and ongoing efforts with the Kaiser Family Foundation on sexual health and HIV/AIDS. thinkMTV and the Bill & Melinda Gates Foundation have also joined in an ongoing effort aimed at using MTV's reach and credibility with young people, particularly low-income and minority youth, to provide them the tools, resources and media platform to graduate from high school prepared for college, career and life. The campaign consists of long-form documentaries such as the Dropout Chronicles and Think Over Your School, PSAs featuring high school students talking candidly about their aspirations for college and beyond; MTV News reports on young people and their educational aspirations; and online tools at <http://think.mtv.com>, including resources to prepare themselves for graduation, college, and the workplace.*

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with more than 130

channels worldwide, owns and operates the following television programming services – MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of which are trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 200 interactive properties worldwide, including online, broadband, wireless and interactive television services. The network also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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