



CCTV America February 6, 2012 HFR

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Washington D.C. CCTV America – *new perspectives on the news* – launches the week of February 6<sup>th</sup>.

“CCTV America” represents the latest initiative in China Central Television’s effort to grow its English language news channel for a global audience seeking diversity and alternative news coverage.

Fact sheet:

- China Central Television (CCTV) is the largest television network in China.
- With more than 42 channels, the network reaches a Chinese audience of more than one billion people.
- In April 2010, in an effort to develop its English language channel, CCTV launched a 24 x 7 global news and current affairs service called “CCTV News.”
- CCTV News has expanded its coverage by building a network of correspondents in more than 30 world capitals.
- CCTV News currently reaches more than 100 million viewers in 120 countries and territories through cable and satellite.
- In the United States, CCTV News is available through MHz channel 3 in the Washington, DC area, as well as on COMCAST (Channel 273), DISH TV (Channel 265), and an increasing number of distribution outlets. CCTV News plans a greater North American presence on-air and online in the coming year.

- In time, CCTV News aims to join BBC World News, CNN International, Al Jazeera English and other broadcasters in establishing a strong global television news presence.
- CCTV News' editorial standards will be in keeping with other world broadcasters: pursuing quality, accuracy, balance, and alternative views.
- On January 12, 2012, CCTV News launched a new production center in Nairobi, Kenya to provide global viewers comprehensive coverage of the African continent. CCTV News is the first international broadcaster to provide to the world daily programming *of Africa from Africa*.

On Monday, February 6th 2012, CCTV News launches "CCTV America" and a schedule of daily programming originating from a production center and new studios in Washington, DC.

The new programs include a daily global business hour at 8:00PM US Eastern time called "*Biz Asia America*." The program aims to combine reporting of economic and financial issues in North and South America with those from China and the Asian region. Anchored both from Washington and studios at NASDAQ at Times Square, New York, "*Biz Asia America*" will feature daily live reports from Beijing, Shanghai, Hong Kong, and other key financial centers.

"*Biz Asia America*" is anchored in Washington by Phillip Yin. Phillip comes to CCTV America from Bloomberg Television and CNBC where he reported and anchored in Hong Kong and Singapore. With an MBA from Georgetown University, Phillip's strong financial background lies in institutional strategy and investments, having served in positions at *Unifund* and *Charles Schwab*.

In New York "*Biz Asia America*" is anchored by former Bloomberg Television reporter/presenter Michelle Makori. Before joining Bloomberg, Michelle was an anchor and producer at the South African Broadcasting Corporation in Johannesburg. She received the Harambee African Reporter of the Year Award in 2004.

Weekend programming forms a key element of the new content originating from Washington.

*"The Heat,"* a Saturday talk-and-debate program debuts at 8:30PM US Eastern time on February 11<sup>th</sup>, and will focus on penetrating interviews with internationally known guests plus segments presenting a vigorous exchange of views on topical subjects. In its first few weeks, the program will tackle such diverse topics as China's place in the US presidential elections, US immigration policy, and Chinese investment and trade in the US state of Iowa.

On Sundays, CCTV America will feature a unique magazine program. *"Americas Now"* will focus on issues in Central and South America. Recognizing an absence of in-depth reporting from the region in the US media, *"Americas Now"* will provide long-form investigations across Latin America.

The program debuts Sunday February 12<sup>th</sup> at 8:30PM US Eastern time.

Produced by veteran *"60 Minutes"* producer Barbara Dury, *"Americas Now"* will feature the reports of more than a dozen correspondents stationed in the region. Senior Latin America Correspondent, Michael Voss, after more than 20 years at the BBC, joins CCTV America from his base in Havana, Cuba.

Among the other CCTV America reporters covering the region are Michelle Begue in Bogota, Colombia (formerly with V-Me Noticias), Stephen Gibbs in Sao Paulo, Brazil (formerly with BBC), Morgan Neill in Mexico City, Mexico (formerly with CNN), Dan Collyns in Lima, Peru (formerly with BBC), and Nitza Perez in Miami, FL (formerly with Russia Today).

CCTV America has also assembled in Washington D.C. a strong team of international broadcast journalists to present the news throughout the week.

Anchoring from Washington will be Mike Walter and Elaine Reyes. Mike, a familiar figure to morning news viewers in the DC area, is an Emmy Award winner formerly with CBS affiliate WUSA. Elaine comes to CCTV America from NBC station WRC in Washington. Earlier while working in Atlanta, she was active on the board of the 'Asian-American Journalists Association.'

Other Washington based reporters include Nina Donaghy, Jessica Stone, and Sean Callebs. They bring with them years of experience with major networks: the BBC, Fox News, and CNN. They will be joined by Wang Guan (Political reporter) and Zou Yun (Business reporter), who have relocated to Washington DC from Beijing.

CCTV America (as it contributes to global CCTV News) aims to inform, engage, and provide debate on a range of issues of relevance to American and global viewers with a particular interest in China and Asia. It aims to highlight coverage in underrepresented regions of the world with diversified perspectives and alternative views.

The CCTV team hopes you may join us in being part of this exciting new venture.

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Members of the CCTV America team comment on the new CCTV America. The following comments are available in recorded form on a video news release available through CCTV America.

**Ma Jing**, Director General, CCTV America.

Ms. Ma arrived in Washington D.C. to head the CCTV America initiative in October 2011.

“This is a natural outgrowth of China Central television. CCTV has 42 channels which can reach an audience of 1.2 billion people. The domestic market is almost saturated. So we are seeking growth in the global market.”

“We uphold traditional journalistic values. We consider accuracy, objectivity, truthfulness, and public accountability more important than anything else. We will strive to provide good journalism, high quality television, and alternative views.”

**Phillip Yin**, anchor *Biz Asia America*

*“From a viewer’s standpoint, what they will see is a very clean show that gives them all the top business headlines from Asia, Europe and America and does not give you just the numbers, but something more in depth and more insightful.”*

**Barbara Dury**, Senior Producer *Americas Now*

Barbara, formerly of CBS Sixty Minutes, is developing a unique new Sunday night long-form program focusing on Central and South America.

“We are developing a magazine program with very high standards. We have correspondents all over Latin America. We have a correspondent in Cuba at a time when there are some very exciting things going on. It’s in a big transition. I have been very excited to see the quality of the pieces coming out of Cuba and really all over Latin America. Peru. Columbia. Brazil. “

**Roe Ruttenberg**, Special Affairs Correspondent

“CCTV America brings together about 100 international journalists to work here in Washington.... It does so at an interesting time as well. In an industry where a lot of people have been laid off; jobs are being lost. When a lot of media are downsizing this a chance for expansion, and people are really excited to be part of that opportunity.”

**Mike Walter**, News Anchor, Washington

“This is phenomenal. I’ve been a broadcast journalist for a quarter century. There aren’t a lot of new things out there that are really unique. It’s all been done before. This is unique. This is new. And it is really exciting.”

**Elaine Reyes**, News Anchor Washington

“For me personally.... It has given me a chance to learn more about myself and explore my own heritage and my own identity. Coming full circle with things that I grew up with and what I learned along the way. I think I bring a unique perspective, where I can see things with an international view and get a chance to talk about those things with other people.”

**Zoe Yun**, Business Reporter.

“Moving here from Beijing..... I want to work as a bridge between America and China; between the two cultures and between the two economies.”

**Bob Crawford**, Director of News Coverage

“Making television is making television no matter who you are making it for. Covering the news is covering the news no matter who you’re covering it for. So while there are some differences, they are minor. The task is virtually the same.”

**George Alexander**, Senior Producer, General News

“Here at CCTV what drives the editorial agenda is what’s happening here in the U-S and what’s happening in China and then the interaction between the two. That’s the bridge that we are here to create.”

**Jim Laurie**, Executive Consultant

“Among other things in its coverage plans here, there will be the unique perspective of China and China’s growing role in the world. China’s economic power. Economics, trade, investment, business. Very much a part of the agenda of the new CCTV America and the channel as a whole.”

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