



Gen Media Partners Launches “NexxGen News” Providing Video News to Middle and High Schools

Edmodo Signs on as Digital Distribution Partner

New York, NY – June 17, 2019 – Gen Media Partners (GMP) has announced the debut of **NexxGen News**, a video news program for middle and high school students, educators, and parents. Delivered in a fast-paced style that appeals to today’s tweens and teens, NexxGen News covers a wide range of topics, including financial literacy, STEM, health & wellness, college prep, the environment, anti-bullying, and more. A fully digital service, NexxGen News can be viewed on any device at any time and offers interactive features that connect viewers, schools, and communities.

“NexxGen News is a perfect addition to the expanding cross-platform solutions strategy that is the hallmark of Gen Media Partners,” noted **Chuck Bortnick**, Senior Vice President Gen Media Partners. “NexxGen News delivers high engagement, especially with the hard-to-reach Gen Z demographic.”

Edmodo, the digital distribution partner for NexxGen News, has an expansive platform that reaches more than 7,400 districts, 100 million members, and 400K schools globally.

“Our goal is to bring the world into the classroom through engaging content, which is a proven inspiration of learning for students,” stated **David Drucker**, Vice President and General Manager of NexxGen News and a former Senior Vice President with Channel One News. “With Edmodo as our distribution partner, we will reach classrooms across the country and help teachers deliver compelling current events content to today’s youth, as well as features and topics that students are passionate about.”

“NexxGen News is a high-quality news program that educators are looking for and that students respond to,” said **Sumant Yerramilly**, Head of Marketing Solutions for Edmodo. “This partnership aligns with our mission of connecting all learners with the people and resources they need to reach their full potential.”

NexxGen News offers sponsored content opportunities in each program. Sponsorable content also includes blog posts, quizzes, interactive options.

For more information about NexxGen News, please contact Meredith Walters, Director of Marketing & Operations at meredith.walters@NexxGenNews.com.

About NexxGen News:

NexxGen News, a Gen Media Partners company, delivers video news to middle and high school students, teachers, and parents. Launched in March of 2019, NexxGen News is committed to informing, inspiring, and empowering America's youth. Content includes U S and World news, STEM, entrepreneurship, life after high school, environment, and other topics relevant to Gen Z, their parents, and teachers. NexxGen News is a fully digital service, with interactive features. It is available at any time on all devices. For more information, visit www.nexxgennews.com.

About Gen Media Partners:

Gen Media Partners is an independently owned multi-platform media sales and content organization. The company has a large footprint in national and network radio with a portfolio of highly respected radio brands, including McGavren Guild Media, Local Focus Radio, Regional Reps, the Tacher Company, Sun Broadcast Group, and HRN Media Network. In addition, Gen Media Partners owns and produces NexxGen News, a Gen-Z-targeted video news service distributed to schools nationwide. It also partners with its sister companies, MG Malls and MG OOH, leaders in the out of home market. Gen Media Partners offers specialized expertise in independent general market, Hispanic, small market, and non-measured radio and multi-platform advertising solutions. It operates 15 offices across the country, including in New York and Los Angeles. For more information, visit www.genmediapartners.com.

About Edmodo:

Edmodo is the leading classroom management platform that offers the engagement of a social platform. On its free platform, Edmodo gives teachers the tools to easily share class materials, keep parents updated, and build a vibrant classroom community. Educators can also find innovative lessons shared by a global education network and access engaging activities to empower students in their learning.

Founded in 2008, with over 100 million members across 400,000+ schools in 194 countries, Edmodo is delivering on its mission to connect all learners to the people and resources needed to achieve their full potential. To learn more, please visit www.edmodo.com

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