



PRESS RELEASE



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## **CNN OFFERS UNRIVALED INTERNATIONAL COVERAGE OF THE 2004 U.S. PRESIDENTIAL ELECTION**

CNN International takes to the road for the 2004 U.S. Presidential Election in a specially customized 'CNN Election Express' bus. First stop on the year-long road trip will be the strategically important Iowa caucuses on January 19<sup>th</sup>.

Then on January 20<sup>th</sup> CNN's Richard Quest hops on board the 'CNN Election Express' for the buildup to the New Hampshire primary on January 27<sup>th</sup>. After seven days of taking the pulse of the Democratic election campaign and broadcasting from the high-tech mobile production studio, Quest teams up with CNN International's Jonathan Mann for live reports and a special edition of 'Insight' from New Hampshire on January 27<sup>th</sup>.

And throughout the year, together they will lead the network's signature coverage of global reaction and interest in the battle for the White House. CNN will interview the top candidates, policy makers and citizens alike to gauge the temperature of international issues affected by U.S. politics.

"CNN International is the destination network for U.S. political news. We are committed to providing our viewers in more than 165 million households around the world with the most comprehensive coverage of all the twists and turns of the U.S. presidential election. From campaigns to international policy, our journalists offer unequalled political reporting experience," says Rena Golden, senior vice president CNN International.

With sweeping coverage beginning in January, CNN will showcase two, one-hour special programs, 'America Votes,' hosted by CNN's Aaron Brown. The first hour on the 18<sup>th</sup> reports from Des Moines on the eve of the Iowa caucus and the second hour airs on the 25<sup>th</sup> from Concord, two days before the first-in-the-nation state primary in New Hampshire.

During the week of January 19<sup>th</sup>, CNN will feature a special series of profiles of the Democratic candidates, who they are and what experience they are offering. Then, during the week of January 26<sup>th</sup> CNN will examine the platforms that each candidate is running on and look at the key issues of interest to the international audience including U.S. foreign policy, Iraq and the economy.

CNN's coverage also features top U.S. political headliner, William Cohen, former defense secretary under the Clinton Administration and CEO of the Cohen Group. After having also served 24 years in the U.S. congress, Secretary Cohen joins CNN on a weekly basis to share his extensive knowledge of political and world affairs and weigh in on the importance of U.S. foreign policy in the election. Every Tuesday at 1230pm ET on 'Your World Today,' as the political race draws to a climax, Cohen will provide additional background context and critical analysis of campaign issues that resonate outside the U.S.

With U.S. foreign policy as a major focal point for CNN's coverage of the presidential election, CNN is dedicated to offering regional perspectives to its viewers around the world. In addition to the world affairs expertise contributions of Secretary Cohen, CNN will feature special reports from European Political Editor Robin Oakley, Senior Asia Correspondent Mike Chinoy, Africa Correspondent Jeff Koinange, Senior Middle East Correspondent Brent Sadler and Latin America Correspondent Harris Whitbeck. CNN will also take stock of the viewpoints of U.S. allies and will look at the large number of American expatriates around the world and how their vote could affect the outcome in November.

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## **CNN OFFERS UNRIVALED INTERNATIONAL COVERAGE OF THE 2004 U.S. PRESIDENTIAL ELECTION / page 2**

### **MORE LIVE COVERAGE & SPECIAL PROGRAMS**

Moving ahead to February 26<sup>th</sup>, CNN has paired up with the Los Angeles Times to host the final democratic candidate debate one week before the key California primary election. And on March 2<sup>nd</sup> CNN will have live coverage from the 14 U.S. states involved in "Super Tuesday." Turning the coverage up another notch, in March, 'Your World Today' will begin featuring a daily U.S. election update.

The network will also be on the ground for live reports and full analysis at the Democratic National Convention in Boston from July 26<sup>th</sup> – 29<sup>th</sup> and at the Republican National Convention in New York from August 30<sup>th</sup> – September 2<sup>nd</sup>.

Over the next 11 months, CNN will present special editions of the network's flagship analytical discussion program, 'Insight,' and the hard-hitting 'International Correspondents,' which brings together opinionated journalists from around the world.

As well as being the destination network for in-depth reporting of the elections, on the other end of the spectrum, U.S. satirist Jon Stewart offers a tongue in cheek interpretation of the presidential campaign. Each weekend, Stewart satirizes the U.S. political news of the week with mock headlines, spoof field reports and celebrity guests on 'The Daily Show: Global Edition.'

### **UNPARALLELED JOURNALISM**

Committed to providing the most extensive overview and insight into the presidential race, CNN will fully utilize its senior White House correspondents, anchors and analysts including John King, Judy Woodruff, Wolf Blitzer, Candy Crowley and Bill Schneider, who will bring to bare their unequalled political experience from Washington.

Featuring the most experienced U.S. political journalism team in the world, CNN offers more than just comprehensive coverage of the race for the democratic nomination and the head to head clash between Bush and the final democratic contender. CNN explains the jargon, the nuances and the political resonance each event has in U.S. and abroad – what's a caucus, a primary and an electoral college? And what really happens on "Super Tuesday"?

More information on the campaigns, including streaming video reports, profiles of the candidates and related political stories can be found at <http://edition.cnn.com/ELECTION/2004/>

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