



NBC NEWS DEVOTES THREE HOURS TO ISSUES OF RACE AND RACIAL RECONCILIATION IN AMERICA

MSNBC PRESENTS THE WORLD PREMIERE OF "MEETING DAVID WILSON" AND A 90-MINUTE LIVE DISCUSSION ON RACE RELATIONS MODERATED BY BRIAN WILLIAMS FROM HOWARD UNIVERSITY ON FRIDAY, APRIL 11 STARTING AT 9:00 P.M. ET

Panelists for "A Live Conversation About Race" Include Tom Joyner, Michael Eric Dyson, Malaak Compton-Rock, Kriss Turner, Kevin Powell, Mike Barnicle, Tim Wise, and Rev. Buster Soaries

NEW YORK –April 4, 2008 – Following on the heels of the 40th anniversary of the assassination of civil rights leader Dr. Martin Luther King, Jr., MSNBC will air three hours of programming devoted to issues of race and racial reconciliation in America on Friday, April 11. At 9:00 p.m. ET, MSNBC will premiere "Meeting David Wilson," the remarkable and inspiring story of a young man's reconciliation with his ancestors' history as slaves. Immediately following at 10:30 p.m. ET on MSNBC, NBC News will present "A Live Conversation About Race." The 90-minute live discussion, which will be broadcast from Howard University's Washington, D.C. campus and stream simultaneously on msnbc.com, will focus on racial themes in America. "NBC Nightly News" Anchor and Managing Editor Brian Williams will moderate the event.

Joining Williams as panelists for "A Live Conversation About Race" are some of America's more important voices on issues facing our nation including radio host Tom Joyner, author Michael Eric Dyson, entrepreneur Malaak Compton-Rock, screenwriter Kriss Turner, writer Kevin Powell, and columnist Mike Barnicle. Tim Wise, the Director of the Association for White Anti-Racist Education (AWARE) and Rev. Buster Soaries will also be featured panelists.

"Meeting David Wilson" is produced by Official Pictures, LLC. The broadcast event is sponsored by the Ford Motor Company and Procter & Gamble.

"Meeting David Wilson"

"Meeting David Wilson" tells the story of a 28-year-old African-American journalist from Newark named David Wilson. In his quest to find answers to America's racial divide he looks to his family's past. Along the way he meets another David Wilson, a 62-year-old white man from North Carolina, who is a descendant of his ancestors' slave masters. This discovery leads to a momentous encounter between these two men who share a name, but whose ancestors were on the opposite sides of freedom. The world premiere of the film, by Daniel J. Woolsey and David A. Wilson, will be hosted by "Today" Correspondent Tiki Barber.

Msnbc.com

Both the premiere of "Meeting David Wilson" and the NBC News live discussion event will stream live on msnbc.com. Msnbc.com will also create a special online section for the "Meeting David Wilson" documentary and feature content that addresses issues discussed in the film, such as race and identity, as well as include other stories and video from pivotal moments in Black History. Viewers can log on to [nightly.msnbc.com](http://nightly.msnbc.com) or [davidwilson.msnbc.com](http://davidwilson.msnbc.com) to suggest questions for the broadcast discussion, and to engage in an online forum. Viewers will also be given the opportunity to ask questions of both David Wilsons by logging on to [davidwilson.msnbc.com](http://davidwilson.msnbc.com).

NBC News will also simulcast and re-air "Meeting David Wilson" and "A Live Conversation About Race" on NBC News 2 Go mobile, available on Verizon.



#### Procter & Gamble

P&G's My Black Is Beautiful initiative is proud to help underwrite the "NBC Nightly News" conversation on the state of Black America at Howard University in Washington, D.C. on April 11, 2008. The opportunity to partner with NBC News in advancing this important conversation, just a few days after the 40th anniversary of the death of Dr. Martin Luther King, Jr., is a fitting complement to the My Black Is Beautiful movement. Our on-going conversation with Black Women underscores last summer's ESSENCE/P&G poll that found "71% (of African-American women) feel that media and entertainment negatively portray their images." As a result, it is imperative we do all we can to celebrate the personal and collective beauty of African Americans.

#### "Procter & Gamble sponsors Meeting David Wilson"

"Once I saw the screening of "Meeting David Wilson" it was an easy choice to join with NBC News to host this remarkable story about race, its untold history, and its impact on the self esteem of millions of African-Americans", said Najoh Tita-Reid, Multicultural Marketing Director for Procter & Gamble. "David's personal growth as he learned more about his personal history was especially moving for me. And, his ability to declare for himself and for younger generations that My Black Is Beautiful best illustrates the basis for the national conversation that P&G is hosting across the country to celebrate the personal and collective beauty of African American women, encouraging them to define beauty by their own standards. P&G is working with emerging Black filmmakers such as David Wilson and Kiri Davis to celebrate their beauty, and with top educators to develop a My Black Is Beautiful curriculum that will ensure that no Black child ever questions their history or value to society."

#### "Procter & Gamble underwrites Hotchalk"

In addition, P&G's My Black Is Beautiful will underwrite the NBC News Archive On-Demand African American Curriculum, a unique collection of over 500 video clips drawing upon historical footage and archival material. This content will be distributed to thousands of teachers and students nationwide via NBC's educational distribution partner, Hotchalk ([www.hotchalk.com](http://www.hotchalk.com)).

#### About My Black is Beautiful

Procter & Gamble's My Black Is Beautiful is a celebration of the personal and collective beauty of African American women and encourages them to define beauty by their own standards. The integrated multi-brand initiative is supported by Pantene®, CoverGirl® Queen Collection, Olay® Definity, Crest®, Tampax®, and Always®. Please visit <http://www.myblackisbeautiful.com> to join the movement.

#### About Procter & Gamble

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella, Gillette®, and Braun®. The P&G community consists of over 135,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.