

P6/b(6)

Sent: Fri, 28 Feb 2014 09:22:48 -0500
From: "Jarrett, Valerie" <valerie_jarrett@who.eop.gov>
To: [REDACTED]
Subject: Fw: Fwd: My Brother's Keeper Statement

Rupert stepped up.

From: Toni Bush [mailto:tbush@newscorp.com]
Sent: Friday, February 28, 2014 09:20 AM
To: Jarrett, Valerie; Lee, Marisa
Subject: Fwd: My Brother's Keeper Statement

This went out last night.

Toni
Sent from my iPhone

Begin forwarded message:

From: "Comms, News Corp" <newscorpcomms@newscorp.com>
Date: February 28, 2014, 9:18:11 AM EST
To: Toni Bush <tbush@newscorp.com>
Subject: Fwd: My Brother's Keeper Statement

STATEMENT OF RUPERT MURDOCH ON THE MY BROTHER'S KEEPER INITIATIVE

NEW YORK (February 27, 2014) – Statement of News Corp Executive Chairman
Rupert Murdoch on the My Brother's Keeper initiative:

"There is no issue of greater importance to the future of America than education.

Right now, millions of children don't have support and are being denied a high quality education by failing schools, leading to a drop out rate of more than 20 percent. All children have to be prepared to succeed in this modern, technology-based world, or they will be condemned to a life without real opportunity and prosperity.

Every child in America, no matter gender, skin color or economic status, deserves a real shot at life, and that begins with a great education. At the same time, we must support and expand proven programs in our communities, churches, and in the private sector that support our kids and keep them on the right path.

I applaud the President for focusing his attention on this important issue and hope that he will consider even further steps to transform our antiquated education system.

Beyond our efforts at Amplify, News Corp is committed to advancing this cause by supporting entrepreneurial efforts in this space, including the excellent District of Columbia College Access Program (DC-CAP), which provides scholarships to students pursuing careers in journalism, education, creative writing or technology.”

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About News Corp

News Corp (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV) is a global, diversified media and information services company focused on creating and distributing authoritative and engaging content to consumers throughout the world. The company comprises businesses across a range of media, including: news and information services, cable network programming in Australia, digital real estate services, book publishing, digital education, and pay-TV distribution in Australia. Headquartered in New York, the activities of News Corp are conducted primarily in the United States, Australia, and the United Kingdom. More information: www.newscorp.com.

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{Joel Klein, CEO of Amplify, and Antoinette Bush, EVP and Global Head of of Government Affairs of News Corp, were in attendance at the White House "My Brother's Keeper" event today}

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