



Connect with Kids

FOR CONNECT WITH KIDS PRODUCERS,  
TRAFFIC & NEWS DIRECTORS.

August 27, 2008

CWK Network

Pathfire

Delivery

Wednesday  
August 27

News Inserts:  
4:00 p.m. EST

\*\*\*

To find  
news inserts on  
PATHFIRE ...

- Go to "**NEWS**"
- "**Other News Services**"
- "**CWK Network**" tab

Stations not yet served by Pathfire will be able to download a broadcast quality content file from *Pathfire on Demand*.

Pathfire Questions?  
Caryn Hassinger  
(678) 566-5305  
[chassinger@pathfire.com](mailto:chassinger@pathfire.com)

Content Questions?  
Station Relations  
(404) 601-5918  
[stations@cwknetwork.com](mailto:stations@cwknetwork.com)

### THIS WEEK

**Mom's Advice Curbs Binge Drinking** – 100 college presidents are asking lawmakers around the nation to lower the drinking age to 18. The presidents of Duke, Morehouse, Dartmouth and Ohio State argue that lowering the drinking age will reduce binge drinking. A study from Boise State University, however, suggests there is another way to solve the problem: a good talking-to from mom.

**Bullying at School**– Researchers at the National Education Association report that on any given school day, as many as 160-thousand children skip school. And one of the principal reasons for avoiding schools is that kids are afraid.

**Academic Pressure** – In the latest poll of American teens, competition inside this generation of kids is growing more intense. Year after year, the pressure to get good grades and get into a good college has been building according to the "State of our Nation's Youth" report.

**High School Transition** – According to a survey of 6500 teens by the Partnership for a Drug Free America, 73 percent say the number one reason they turn to drugs and alcohol is to relieve stress at school. As a new school year begins, how can you help your teen adjust?

**Kindergarten Anxiety**- Going to school for the first time can be a thrilling and exciting experience for some kids. But for some, it's nothing short of terrifying.

This Week on  
Delivery #400

### BACK TO SCHOOL:

- **Mom's Advice Curbs Binge Drinking**
- **Bullying at School**
- **Academic Pressure**
- **High School Transition**
- **Kindergarten Anxiety**

Scripts & TRTs available online  
after 5:00 p.m. EST  
Wednesday, August 27, 2008 @  
[www.connectwithkids.com/producer](http://www.connectwithkids.com/producer)

Join us as we welcome our newest station partner **News 12 Augusta!**  
(WRDW CBS)

Please call or email us with your CWK airdates.  
Station Relations (404) 601-5918 or [stations@cwknetwork.com](mailto:stations@cwknetwork.com)