

## **Sprint Nextel Donates Curriculum in Schools** ***Research Shows Program Improves Student Behavior***

Kansas City, August 1, 2006 . . . Sprint Nextel Corporation, KMBC-TV and five Kansas City school districts have proven that when corporations partner with media and educators to support educational goals, students, schools and families benefit with improved youth behavior, attitudes and school climate.

These findings are a result of the 2004-2005 Sprint Nextel Educational Initiative in 48 Kansas City elementary, middle and high schools. The initiative included Sprint Nextel's donation of curriculum, sponsorship of youth-focused television programming, and funding of an independent research study.

To kick off the initiative, Sprint Nextel donated to each school the award-winning video-based Character Education and Life Skills curriculum developed by industry leader *Connect with Kids*. Sprint Nextel also paid for school staff training, and provided funding to measure the program's effectiveness. In addition, KMBC-TV broadcast correlating *Connect with Kids* programs on television, for parents and children to watch and learn about youth issues at home. All of the programs feature real children sharing their true stories about the issues youth face everyday, with an emphasis on improving the health, wellness and social and life skills of children and teens.

The results reported by independent research firm, Compass Consulting, show that the *Connect with Kids* program donated by Sprint Nextel improves school behavior in significant and important ways, including:

- Decreases in teasing and bullying behavior
- Decreases in lying and cheating
- Increases in resolving conflict peacefully
- Increases in respect for teachers
- Increases in respect for classmates
- Increases in academic perseverance

The study of more than 800 students and teachers was also submitted to the U.S. Department of Education's What Works Clearinghouse, for consideration as a validated program. After rigorous review of the research and academic standards, What Works Clearinghouse identified the *Connect with Kids* program as an effective curriculum that works school wide. What Works Clearinghouse received approximately 200 entries in 2006; *Connect with Kids* was one of only six selected.

"We are passionate about helping today's children gain the skills and knowledge necessary for a healthy, successful life, and to learn to cope with the challenges kids face," says Debby Ballard, Director of Community Relations for Sprint

Nextel. “The *Connect with Kids* curriculum, videos and television programs uniquely engage children and parents, and inspire discussion, self-reflection, and real changes in behavior.”

During the 2006-2007 school year Sprint Nextel will continue its commitment to education by donating *Connect with Kids* video-based curriculum to additional schools in the Kansas City area. Sprint Nextel will also expand its support of positive youth development by launching a similar initiative in the Washington, DC metropolitan area – partnering with WUSA-TV and the Washington, DC area public schools.

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Founded in 1998, CWK Network produces the Emmy® award-winning *Connect with Kids* television series and weekly news stories on the latest kids’ topics. The series of 10 half-hour television programs, as well as the five weekly youth news stories, are shown on 65 top stations across the country, reaching 65 percent of U.S. households. Stations include ABC, NBC, CBS, Fox, Cox, and more.

CWK Network has also produced more than 120 multimedia programs used in elementary, middle and high schools across the country. Major U.S. school systems are successfully using *Connect with Kids*’ video-based curriculum, including:

- New York City Public Schools
- Los Angeles Unified School District
- Newark Public Schools
- Duval County
- Pittsburgh Public Schools
- Houston Independent School District

CWK also develops consumer videos for parents. All of the programs have one focus: improving the lives of children and along the way, helping parents become better parents. For more information about *Connect with Kids* youth-focused educational and television programs, please visit [www.connectwithkids.com](http://www.connectwithkids.com).

According to [www.whatworks.ed.gov](http://www.whatworks.ed.gov), “The U.S. Department of Education's Institute of Education Sciences established the What Works Clearinghouse (WWC) in 2002 to provide educators, policymakers, researchers and the public with a central and credible source of scientific evidence regarding what works in education. What Works Clearinghouse collects, screens, and identifies studies of the effectiveness of educational interventions.”

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