



For Immediate Release  
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## **Local Leader Honored for Innovative Education Program**

### **Elana Yonah Rosen is National Finalist for *Cable's Leaders in Learning Awards***

**Washington, D.C.** — Elana Yonah Rosen, co-founder and executive director of the Just Think Foundation based in San Francisco, is being honored by the cable industry for her demonstrated commitment to improving education in her community.

Comcast and Cable in the Classroom, the cable industry's education foundation, announced today that Rosen has been chosen as a finalist for the 2009 *Cable's Leaders in Learning Awards*. The annual awards program, now in its fifth year, recognizes outstanding educators, administrators and other community leaders at the forefront of innovation in education.

Finalists are eligible for a national *Cable's Leaders in Learning Award*, which includes a \$3,000 prize, an all-expenses-paid trip to Washington, D.C., and a June awards ceremony and luncheon in honor of the winners. The winners will be announced in May.

Applications were received from across the country for the 2009 *Cable's Leaders in Learning Awards*. Rosen's is one of just 47 finalist applications selected from classroom educators, administrators, college faculty and community leaders nationwide. Rosen is being recognized in the Media Literacy Education category for her work with the Just Think Foundation, which provides students with the skills they need to become active and critical thinkers about important issues they see in the media, such as First Amendment rights, body image and nutrition, global warming and immigration. The program engages young people in discussions about the types of media they are consuming and encourages them to analyze and evaluate that media for accuracy, completeness and appropriateness.

“In an era where 21st century learning skills are crucial to young people becoming highly productive and responsible citizens, we are pleased to recognize individuals who have innovatively and creatively figured out ways to move closer to this goal,” said Frank Gallagher, director of education and media literacy at Cable in the Classroom. “Rosen's efforts are a prime example of the sorts of educational leadership and vision the cable industry is proud to honor.”

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Rosen has had great success with her program. “Media education reaches students—including the diverse, under-resourced, disabled and special education students who are often uncomfortable with traditional educational approaches but respond enthusiastically to media,” she said.

Steve White, regional senior vice president for Comcast, California, said “We congratulate Rosen for being named a *Cable’s Leaders in Learning Award* finalist. She demonstrates a great passion and excitement in finding ways to educate and prepare young students for the future. This sort of commitment is one that Comcast shares and applauds.”

Winners will be chosen to receive a *Cable’s Leaders in Learning Award* in one of the following categories:

- ❖ **General Excellence** — for leaders who have demonstrated excellence in expanding and enhancing learning opportunities by employing a diversity of traditional and non-traditional approaches to produce measurable improvements in education outcomes in formal or informal settings.
- ❖ **Media Literacy Education** — awarded in partnership with the National PTA to a leader who has advanced the teaching and learning of media literacy concepts and skills to children and youth. Media literacy is defined as the ability to access, understand, analyze, evaluate and create media messages on television, the Internet and other outlets.
- ❖ **Cable Partnerships for Learning** — for leaders who are working in partnership with the cable industry to expand and enhance learning opportunities for children and youth in or out of the classroom.

**For more information on the awards and the 2009 finalists, please visit [www.LeadersInLearningAwards.org](http://www.LeadersInLearningAwards.org).**

Since 2005, *Cable’s Leaders in Learning Awards*, administered by Cable in the Classroom, have recognized administrators, educators and community leaders who demonstrate vision, innovation, action and transformation in education in and out of the classroom. The objective of the awards is to promote and encourage innovative learning practices affecting children from preschool through high school across communities nationwide.

Cable in the Classroom, the cable industry’s education foundation, works to expand and enhance learning for children and youth. Created in 1989 to help schools take advantage of educational cable programming and technology, CIC has become a leading national advocate for media literacy education and for the use of technology and media for learning, as well as a valuable resource of educational cable content and services for policy makers, educators and industry leaders.

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