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University of Minnesota Professor Named One of Nation's Most Innovative Education Leaders

Scott McLeod Receives 2007 *Cable's Leaders in Learning Award*

**Media Note: Honorees in Washington, DC and available for interviews
Monday, June 4 -Wednesday, June 6
- Call contact for photos and b-roll -**

Washington, DC - Scott McLeod, an assistant professor at the University of Minnesota, has been honored with a prestigious *Cable's Leaders in Learning Award* for creating and implementing innovative ways to educate students and for making a substantial contribution to learning in the Twin Cities area and beyond.

As one of four winners nationwide in the General Excellence category, McLeod is being recognized for creating the Center for Advanced Study of Technology Leadership in Education (CASTLE), the first academic program in the country designed to create technology-savvy school leaders. Funded by the U.S Department of Education, CASTLE is designed to turn school administrators into technology leaders using nationally-recognized curriculum and high-quality, free resources.

When asked about the award, McLeod said, "Winning a *Leaders in Learning Award* is a nice recognition of the work I am doing to help administrators transform their schools and districts into 21st century learning organizations."

Comcast and Cable in the Classroom, the cable industry's education foundation, present the awards annually to recognize the most inventive educators, administrators, community leaders and policymakers who are transforming education from early childhood through high school (PreK-12).

"Education is one of the most important investments the cable industry makes in communities across the country. *Cable's Leaders in Learning Awards* honor these special citizens who bring a pioneering spirit to education," said Helen Soulé, Ph.D., executive director of Cable in the Classroom. "We are inspired by their successes and hope that by shining a light on their accomplishments, we can encourage others to follow in these honorees' footsteps."

McLeod, one of this year's 15 *Cable's Leaders in Learning Award* honorees, was in Washington, DC this week to attend a gala awards ceremony, meet with Members of Congress and education leaders, and participate in a series of professional development events. Honorees receive \$3,000 from Cable in the Classroom, in addition to the four-day trip to Washington, DC.

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“We congratulate Scott McLeod for being named as a *Cable's Leaders in Learning Award* honoree and for his extraordinary contribution to education in our community,” said Bill Wright, regional vice president for Comcast's Twin Cities Region. “Comcast is a strong believer in giving back to the communities we serve, and Cable in the Classroom is a longstanding partner in fulfilling that commitment.”

McLeod discussed the importance of CASTLE as an educational resource. “Most school organizations struggle with effective use of digital technologies. A primary reason is there has been a lack of emphasis on school leaders. As a society, we have poured huge sums of money into teacher training, student programs and infrastructure - these are all good. However, we will see few tangible, sustainable benefits in most places until they have leaders who know how to effectively implement, build upon and sustain those initiatives.” McLeod added, “We need more effective technology leaders. We need them in formal leadership positions like principal and superintendent rather than informal, often powerless positions like media specialist or technology coordinator.”

Cable's Leaders in Learning Awards honorees are chosen in five categories:

- ❖ **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;
- ❖ **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 producing measurable improvements in education outcomes in formal or informal settings;
- ❖ **Media Literacy Education** – awarded in partnership with 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;
- ❖ **Pushing the Envelope with Cable Technology and Programming** – for leaders who push the envelope and/or redefine the education frontier through the use of cable technology and/or cable content; and
- ❖ **Policymaker Excellence** – for state and local elected officials, such as mayors, state legislators and state education officials whose exceptional vision and/or action has dramatically expanded or enhanced learning opportunities for children and youth in their local community, state or region.

During the evening of Wednesday, June 6, the winners and members of Congress, education and cable industry leaders attended a gala at the Library of Congress. The event included a reception in the Great Hall and a formal awards ceremony honoring the winners.

For more information about *Cable's Leaders in Learning Awards* and the 2007 winners, please visit: www.leadersinlearningawards.org

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 policymakers, educators and industry leaders.

About Comcast Corporation:

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (<http://www.comcast.com>) is the nation's leading provider of cable, entertainment and communications products and services. With 24.2 million cable customers, 12.1 million high-speed Internet customers, and 3.0 million voice customers, Comcast is principally involved in the development, management and operation of broadband cable systems and in the delivery of programming content.

Comcast's content networks and investments include E! Entertainment Television, Style Network, The Golf Channel, OLN, G4, AZN Television, PBS KIDS Sprout, TV One and four regional Comcast SportsNets. Comcast also has a majority ownership in Comcast Spectacor, whose major holdings include the Philadelphia Flyers NHL hockey team, the Philadelphia 76ers NBA basketball team and two large multipurpose arenas in Philadelphia.

Comcast serves more than 550,000 customers in 111 communities throughout the Twin Cities, Greater Minnesota and Western Wisconsin with an array of video, voice and high-speed Internet products. Comcast, whose regional headquarters are located in St. Paul, employs more than 1,800 local residents.

For more information about Comcast's products and services in the Twin Cities, please call **651-222-3333**, or visit the company's Web site at **www.comcast.com**.

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