



# FAMILY / EDUCATION

## Kids Summer Camp is Adventure in Television

About 50 kids got a chance to improve their communications skills and explore potential careers in broadcast communications during a Boys and Girls Club summer camp sponsored by Portland Cable Access Television and AT & T Broadband.

The group formed five teams to produce 10 public service announcements for local non-profit groups, gaining hands-on experience during the July 15-19 camp.

The 30-second spots will air for the next year on Portland Cable Access and AT&T channels.

"Investing in our children and the communities we serve is a top priority for us," said Curt Henninger, Oregon AT&T Broadband vice president. "The wonderful feeling of accomplishment will stay with these kids long after this camp is over."

Carl Kucharski of Portland Cable Access called the camp a terrific opportunity for the youth of Portland to learn how the media has the power to increase awareness of issues.

"They also begin to understand how effective communication influences the world around them," Kucharski said.



A young girl from the Boys and Girls Club gets hands-on experience in studio lighting during the production of a public service announcement.



Boys and Girls Club members (right) take a group photo at Portland Cable Access Television during a summer camp on broadcast communications.

### Ronald McDonald Supports Diversity Scholarships

Ronald McDonald House Charities has pledged up to \$225,000 a year in matching funds to Washington State University to increase the number of diversity scholarships.

"We are excited to play such a significant role in providing scholarships for the multicultural young people of our state," said Julie Moyer-Nesbitt, executive director of Ronald McDonald House Charities of Spokane.

More than 100 students will receive the financial aid.

"Scholarships have always been important in enabling quality students to attend our university," said Charlene Jaeger, WSU vice president of student affairs. "But they are of even greater importance in this year of budget cuts and tuition increases."

### Jefferson Teacher Takes on Education Crusade

While the Oregon legislature looks to voters to approve education funding ideas, one Jefferson High School teacher has taken it upon himself to improve the quality of local education.

Ehren Plummer, a physical education teacher at the north Portland school, is out to raise \$45,000 to build a Challenge Education course.

"Challenge Education is an experiential course that teaches kids necessary life skills they don't learn in the classroom," Plummer explains. "In other areas where it's been tried, it has improved drop-out rates, as well as academic achievement levels."

The course teaches high schoolers such life skills as confidence, self-reliance, trust, perseverance, teamwork and appropriate leadership. These are the kinds of skills that can make the difference between dropping out and not

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—Jefferson High School teacher Ehren Plummer.

only graduating, but going on to a successful life after high school.

"There are about 700 kids in Portland who quit school each year," Plummer says. "That's more than four kids for every school day."

Plummer believes a big reason for that is more and more high schoolers become disenfranchised as public education becomes more sterile.

"We need to find ways outside of the

traditional classroom setting to help these kids find value in going to school," he says.

Not coincidentally, Plummer plans to establish the program first at Jefferson, where drop-out rates consistently rank among the worst in the city.

The centerpiece of the program is a 24-foot wide indoor rock climbing wall with five different routes that vary in difficulty. But Challenge Education is not just a trip

to the gym.

Students are taught to process what they've learned about themselves while engaged in the activities. Its academic curriculum is specially designed to raise students' awareness of their potential to set — and achieve — scholastic and personal goals.

The problem in Portland is funding. "The district is all for it, as long as I can find a way to pay for it," Plummer says. He has already received a \$6,000 grant from the McDonald's Corp. and an additional \$4,000 from a number of other sources.

Plummer is hoping to raise enough to begin construction this summer.

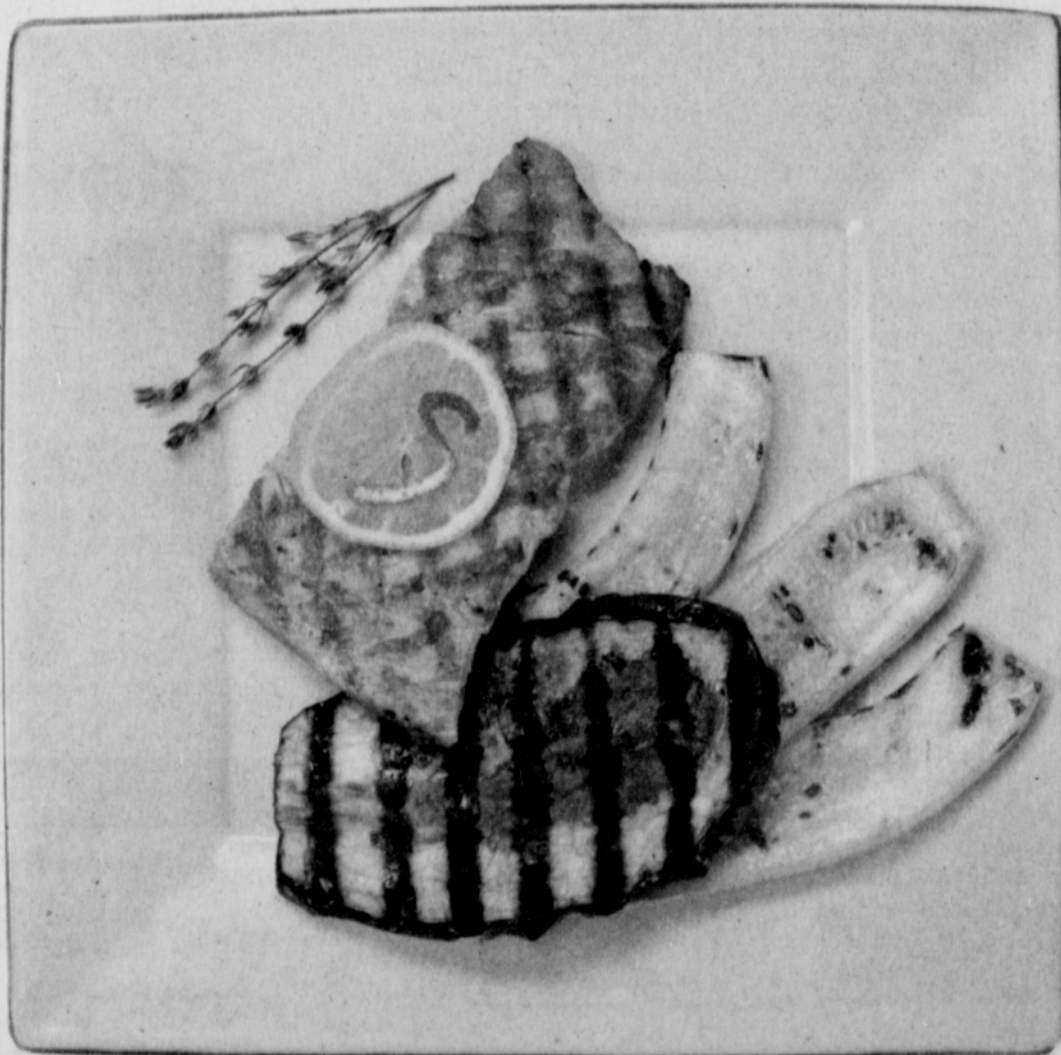
Individuals, corporations and foundations are all encouraged to help bring this innovative program to Portland by contacting Ehren Plummer at 503-320-0195 for a sponsorship form.

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