

Mercedes Toural, Chief Education Officer  
and Deputy Superintendent of Schools

**SUBJECT:           REQUEST AUTHORIZATION FOR THE SUPERINTENDENT TO  
ENTER INTO COOPERATIVE AGREEMENTS WITH CWK  
NETWORK, INC., WFOR CHANNEL 4 TELEVISION, AND  
WACHOVIA BANK TO INITIATE AND IMPLEMENT A LIFE  
SKILLS/CHARACTER EDUCATION PROGRAM**

**COMMITTEE:       EDUCATION AND SCHOOL OPERATIONS**

Authorization is requested for the Superintendent to enter into cooperative agreements with CWK Network, Inc., WFOR Channel 4 television, and Wachovia Bank to implement Connect with Kids life skills/character education program in 30 schools in Miami-Dade County Public Schools (M-DCPS), effective December 11, 2003 through June 30, 2004. Each ACCESS Center Assistant Superintendent selected five schools to participate in this program. These are new cooperative agreements.

Connect with Kids is a comprehensive multi-media programming partnership for local television stations, families, students, schools, and communities. The coordinated campaign is designed to help broadcasters educate the community with programming about character education, life skills, and safe and drug-free initiatives.

This program will be implemented through eight one-half hour television specials. In addition, curriculum which is aligned through language arts and social studies and correlated with the Sunshine State Standards will be offered. CWK Network, Inc., will provide curriculum and program materials as well as training for staff. WFOR Channel 4 television will provide public service announcements showcasing M-DCPS. Wachovia Bank is contributing \$120,000.

The CWK Network, Inc., CEO and President is Ms. Stacey DeWitt; the WFOR Channel 4 television Sales Manager is Ms. Kendle Priestly; and the Sales and Service Project Manager for Wachovia Bank is Ms. Isabel Fernandez.

There are no local funds required.

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**RECOMMENDED:**

That The School Board of Miami-Dade County, Florida, authorize the Superintendent to enter into cooperative agreements with CWK Network Inc., WFOR Channel 4 television, and Wachovia Bank to initiate and implement a life skills/character education program in 30 schools, effective December 11, 2003 through June 30, 2004.

There are no local funds required.