

Education Professional Named One of Nation's Most Innovative Education Leaders

Frank Baker Receives 2007 *Cable's Leaders in Learning Award*



Washington, DC - Frank Baker, an education consultant, 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 Columbia and beyond.

As the only winner nationwide in the Media Literacy Education category, Baker is being recognized for his more than 20 years promoting media literacy. From conducting annual workshops, to creating the Media Literacy Clearinghouse Web site, to

contributing to a national media literacy listserv, Baker helps teachers connect the visual world of popular culture to the world of education and feel comfortable teaching it

“Teaching media literacy skills means, among other things, helping students understand the purpose of media and technology in our lives. If you are to maintain your credibility with students today, then you must teach them media literacy skills,” said Baker.

When asked about receiving the award, Baker said, “Obviously it is a tremendous honor. I think the award also elevates media literacy nationally, which pleases me very much. I think the award is also validation and recognition of the nationally recognized Web page I started in 1998 and the value this site has for teachers and other educators nationwide.”

“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.”

Baker, 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.