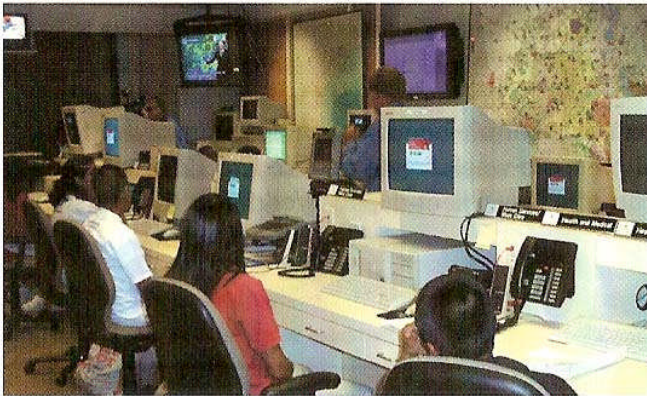


December 2002

THE WEATHER CHANNEL

Currents



Safety-Minded Students

Emergency management officials across the country keep their TV monitors tuned to The Weather Channel (as shown here). In this case, the "officials" are students at Lanier Middle School in Houston taking part in a Project Safeside classroom simulation for managing city government during fictitious Hurricane Jason.

Project Safeside was originally created as a partnership between The Weather Channel and the American Red Cross in 1997. The educational component added a few years later was nominated for a Beacon Award for two consecutive years. Comcast Cable of Tallahassee won a Beacon Award in 2001 for activities based on Project Safeside.



A new element in the Project Safeside initiative for schools puts students into a scenario where a tornado has just hit their community. The new unit challenges them to handle situations that include – 50 people trapped in a high rise, an overturned commuter train, and the outbreak of fire at a school designated as an emergency care site. Comcast Cable of Charles County, Md., was the first cable system to introduce the program to students. Participants in the recent simulation included: Joseph Warfield, principal of Milton-Somers Middle School;

Jaye Gamble, regional senior vice president, Comcast; Bonnie Schofield, teacher, Milton-Somers Middle School; Carolyn Jones, senior manager, education services, The Weather Channel; Mike Sabco, Charles County American Red Cross; Tony Hollinger, vice president and general manager, Comcast of Charles County.