



DALE CALDWELL
— F O U N D A T I O N —

Classroom Press Conference™ Program

Background

One of the primary objectives of the *Dale Caldwell Foundation, Inc. (DCF)* is to *reduce poverty by increasing global literacy and employment*. Unfortunately, in many economically challenged school districts around the world, more than 50% of the students drop out of high school. Tragically, many of these students cannot read or write at grade level. In addition, they frequently fall prey to the temptation of the streets and end up unemployed, in prison or worse. *DCF* is focused on helping these “at risk” students by establishing inspirational literacy programs that supplement public school education and innovative career programs designed to help individuals of all ages find and succeed in careers.

One of *DCF*'s innovative educational offerings is the *Classroom Press Conference™ (CPC)* program. This unique program was created by Dr. Dale G. Caldwell in 1997 to encourage role models to speak to students for 20 minutes to an hour about their background, job, employer, profession and what it takes to succeed in a way that will appeal to and inspire students. Companies who have had executives participating in this program in the past include AT&T, Deloitte & Touche, DuPont, New Jersey Transit, New Jersey Department of Community Affairs (DCA), New York Transit, Scholastic, Prudential Financial and United Airlines. Under United Airlines leadership, the program has taken place in 11 countries and 80 US cities.

How the Program Works

Every executive participating in the *Classroom Press Conference* program will provide a one page personal biography and information from the company they work for to *DCF* two weeks or more before the event. *DCF* will get this information to the teacher of the class that the role model will be speaking to. The teacher will

ask the students to pretend that they are reporters and develop questions based on this biography and company information. **When the role models come to the class the students will (in a fun way) grill them like reporters do in most press conferences.** The students are then asked by the teacher to write a short article about the “press conference” after it is over. The students writing the best articles will win a cash or other prize donated by a sponsor. The *Classroom Press Conference* program has become one of the most popular programs in school because it is a lot of fun and a great education for students of all ages.

Why This Program is Beneficial

The *CPC* program motivates students to think in depth about whom the visiting role models are, how these role models have become successful, what the role model’s company does and **how getting a good education can help them succeed in the “real” world.** The program also helps to improve literacy by encouraging students to take writing more seriously. Most importantly, the education and exposure provided by the program inspires students to consider careers they otherwise would never know about.



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Teacher Guide: Sample Student Questions

The *Classroom Press Conference™* (CPC) program was created in 1997 by Dr. Dale G. Caldwell to expose students to careers they otherwise would not know about. The CPC program is fun for the presenters because the students usually ask some very interesting and insightful questions. The program is great for students because it motivates them to think more seriously about the relationship between doing well in school and career success. In addition, students can earn money or other prizes as a reward for their exceptional writing skills.

We have listed below some of the questions asked in previous CPC programs. The teacher will ask the participating students to write an article about the speaker's comments. All of the articles will be given to the role model who was interviewed within two weeks of the event.

1. Where did you go to school?
2. What was your biggest challenge in school?
3. Did you have a favorite teacher? If so, why were they your favorite?
4. What was your favorite subject in school?
5. How has school helped you in your career?
6. What is your typical day like?
7. What motivated you to pursue the profession you are currently in?
8. What obstacles have you had to overcome to become successful?
9. Did you ever have any jobs that you did not like?

10. What advice do you have to students going into (or in) high school about their future?
11. How should students decide what career they should pursue?
12. How should students decide on whether or not they should go to college?
13. How do you know which college to go to?
14. What skills are most important to succeed at your company?
15. How do you balance your personal life and all the time you spend at work?
16. Do you really enjoy what you do?
17. What are your long-term goals?
18. What should students do to get summer internships and how should they dress?
19. Why should students get involved in community service projects in their neighborhood?
20. What do you do for fun?
21. Why are grades important?
22. Why is mentoring important?
23. How do you stay healthy mentally and physically?
24. Why is exercise important?
25. How can playing sports help me succeed in life?

If you would like more information about the *Classroom Press Conference* program or other innovative *DCF* education programs, please contact *DCF* Executive Director Jennifer Demetrius at (800) 838-8414 or email her at info@dalecaldwell.org