

NEWS RELEASE

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For immediate release

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United Learning Commemorates Holocaust Remembrance Day with Shoah Foundation Video Available to All *unitedstreaming*TM Subscribers

EVANSTON, ILL. (April 3, 2003) – United Learning today announced the distribution of a 23-minute classroom video featuring testimonies from Holocaust survivors and witnesses. Produced by Survivors of the Shoah Visual History Foundation, the video, *One Human Spirit*, will be available to all of United Learning's 22,000+ *unitedstreaming* subscriber schools this April, in commemoration of Yom Hashoah (Holocaust Remembrance Day). The personal accounts describe life before, during, and after the Holocaust, and are punctuated by thought-provoking quotes from historical figures. The video encourages discussion of personal responsibility in the context of history and building a more tolerant future.

To launch the Shoah Foundation's newest educational product, *One Human Spirit*, United Learning and Thirteen/WNET New York will host a kick-off event on **Thursday, April 24th**. The event will feature Holocaust survivors, teachers and students. It will take place at the studios of Thirteen, one of nine public broadcasting entities who have formed a consortium with the state's Department of Education to provide Instructional Television (ITV) programming to all of New York's K-12 public and private schools. Online, the consortium provides ITV Video on Demand using the *unitedstreaming* application. All of *unitedstreaming's* instructional programming is designed specifically for use in the classroom and is correlated to New York State and National Learning Standards. Supplementary teacher guides are available online to facilitate integration of the program into existing curricula.

"Educators must teach the necessity of empathy and the futility of violent confrontation, but they need the tools to do so," said Douglas Greenberg, Shoah Foundation president and CEO. "By distributing *One Human Spirit*, United Learning is providing teachers with a unique and valuable tool – the real life stories of Holocaust survivors and witnesses."

With excerpts from 25 Holocaust survivor testimonies and quotes from political leaders, historical figures, and poets, *One Human Spirit* covers a broad range of themes that can align with a variety of subjects including history, social studies, language arts, and literature, as well as tolerance, anti-bias, and multicultural education.

"In these times (or in today's world), it is more important than ever to reinforce the lessons of tolerance and understanding," said Joel Altschul, United Learning's chairman. "It is an honor to be a part of this important project and to share the histories of these Holocaust survivors."

MORE

About United Learning

United Learning was founded in 1954 to bring high quality educational content into the K-12 classroom. The company, based in Evanston, IL, offers more than 5,000 core-curriculum videos, 2,000 digital videos, and 20,000 clips, which are used in more than 40,000 schools in 50 states. Worldwide, United Learning reaches students in over 100 countries in more than 20 languages.

The United Learning website offers a searchable database of standards-based titles in science, social studies, math, language arts, guidance, and health for the school and higher education markets. United Learning's content is delivered on VHS, DVD, and video-on-demand streaming and downloading via www.unitedstreaming.com. For more information, visit www.unitedlearning.com or phone 800-323-9084.

About *unitedstreaming*[™]

unitedstreaming is a digital content delivery application that offers more than 20,000 core-curriculum, standards-based video clips, lesson plans, and assessments in science, social studies, math, language arts, and health, with extensive professional development and implementation support available. It is the only standards-based digital video application shown to increase student achievement in an independent scientific evaluation. This web-based digital video delivery system has customizable features giving educators at individual schools and within each district unparalleled local control of content. New enhancements to the subscription service give users even more choices about when to download or stream video, organize play lists for each curriculum area and manage the bandwidth demands at each location. The *unitedstreaming* application is used in more than 22,000 schools by 7 million students across the United States.

About Survivors of the Shoah Visual History Foundation

Since Steven Spielberg established Survivors of the Shoah Visual History Foundation in 1994, the Foundation has videotaped the testimonies of more than 50,000 Holocaust survivors and witnesses in 56 countries in 32 languages. Today, the Shoah Foundation's mission is to overcome prejudice, intolerance, and bigotry—and the suffering they cause—through the educational use of the Foundation's visual history testimonies. To this end, the Foundation preserves and provides access to the archive; builds and supports educational programs; and develops educational products based on the testimonies. Individuals interested in supporting the Shoah Foundation are encouraged to call 818-777-4673 or write to PO Box 3168, Los Angeles, California, 90078-3168. For more information, visit the Foundation's homepage at www.vhf.org.

About New York Public Television Stations' Instructional Television (ITV) Service

The educational services departments of New York State's nine public television stations, in collaboration with the New York State Education Department (NYSED), provide Instructional Television programming throughout the state.

Thirteen/WNET New York, Mountain Lake PBS, WCNY, WLIW 21, WMHT, WNED, WPBS, WSKG, and WXXI each provide *unitedstreaming* service via links from its website, accessible with a basic computer set-up. Professional development workshops offered by the stations will help teachers incorporate the digital content into lesson plans. For a free username and password to gain access to the site and information about workshops, teachers and parents may contact their local public television stations' Educational Services Department, or Susan Burns at NYSED, 518-474-5862.

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