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JACKIE ROBINSON FOUNDATION INTRODUCES PODCASTING SESSIONS

January 9, 2006 - The Jackie Robinson Foundation (JRF) today announced that it will launch its second podcast session later this month. JRF embarked on an ambitious initiative to use the technology to enhance its communication with Foundation scholarship recipients in November 2005.

Podcasting, a new method of distributing audio and visual content via the Internet, has brought sweeping changes to the broadcast, media and education service world, including allowing not-for-profit organizations to enhance their service delivery. The inaugural podcast was made possible by **Morgan Stanley**, a supporter of the Foundation's Educational and Leadership Development Program.

"Today's students face tremendous demands on their time as they prepare to enter a highly competitive workforce," said **Jackie Robinson Foundation President and CEO Della Britton Baeza**. "It is imperative that we make sure our services are aligned with their highly mobile lifestyles."

Established in 1973, by **Rachel Robinson**, wife of the baseball luminary and civil rights activist, the Foundation provides four-year college scholarships and a comprehensive set of services including mentoring, leadership development training, internship and job placement and networking opportunities for academically distinguished minority students with records of civic engagement and financial need. This mix of programming has produced a **97% graduation rate** amongst the more than **1,100 Jackie Robinson Foundation scholarship recipients**. This number doubles the national graduation rate for African American and Hispanic students at 40.5% and 47%, respectively.

In an attempt to enhance the level of support and interaction the Foundation provides its scholarship recipients, it is making podcasts available to its **266 current scholars**. The content will feature interviews with preeminent corporate and public sector leaders as well as former JRF Scholars. Topics will range from career development and internship opportunities to time management skills. Podcasts offer the user the opportunity to download them to a portable device or stream them through their Internet browsers. Most importantly, the user may listen to the program at anytime.

The first podcast, moderated by **Bridget McCurtis, JRF's Director of Education and Leadership Development**, features interviews with former scholar **Joy Collins**, a graduate of UCLA and Harvard Business School and currently **Director of Business Development at NBC** and **Chanel Cathey**, a **JRF/Unilever Scholar** at Fordham, an aspiring journalist, who at age 15 developed a pre-employment job training program for previously incarcerated teenagers.

January's podcast will feature an interview with Francisco Estrada, Director of Recruitment for Major League Baseball. Mr. Estrada will discuss the process of finding and securing substantive internships. The landscape of the internship labor market has become increasingly competitive, and the session will allow JRF scholars the opportunity to learn more about best practices and trends in the internship search process.

The lively 20-minute programs will be archived and produced on a bi-monthly basis. They are accessible exclusively to JRF scholars via the Foundation's website at www.jackierobinson.org. Future topics will include advice on applying to medical and law school and methods for searching for substantive summer internships.

ABOUT THE JACKIE ROBINSON FOUNDATION:

The Jackie Robinson Foundation (JRF) is a public, not-for-profit national organization founded by Rachel Robinson in 1973 as a vehicle to perpetuate the memory of Jackie Robinson and his achievements. It provides four year college scholarships as well as educational and leadership development opportunities for students of color with strong capabilities, but limited financial resources. The Foundation strives to assure that the legacy of Jackie Robinson's activism and commitment to social justice will be carried forth in the personal, community and institutional lives of these individuals as they assume leadership roles throughout society.

This academic year (2005-2006), JRF is providing more than \$1.8 million in scholarship support to 266 Jackie Robinson Scholars representing 33 states. Enrolled in 93 different institutions, Jackie Robinson Scholars attend some of the most prestigious colleges and universities in the United States and maintain a 97% graduation rate, highest among comparable programs.

For additional information on the Jackie Robinson Foundation, its programs and events, please contact JRF at 3 West 35th Street, New York, NY 10001 or call (212) 290-8600. You may also visit the Foundation's website at www.jackierobinson.org.

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