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**CHICAGO PUBLIC SCHOOLS TO PILOT *KNOWCONFLICT*  
ONLINE CONFLICT MANAGEMENT PROGRAM**

Education Targets Violence Prevention With Emphasis on Conflict Resolution  
Supports Safe-School, Life Skills Development Interests

(Scottsdale, Arizona) - September 25, 2001 - KnowConflict, LLC, a Scottsdale-based company that develops and delivers Internet-based educational programs, has announced that Chicago Public Schools (CPS) will implement its High School Conflict Management Program in 23 high schools citywide. According to Ethel J. Collier, Director of Violence Prevention/Intervention Programs at CPS, "We are all reeling from recent events (September 11<sup>th</sup>). That's why a program like *KnowConflict* is important. Any small steps we can take to help our students learn to resolve their differences peacefully is a worthwhile project."

The program is designed to help schools effectively integrate conflict management curriculum into everyday learning. According to Charlene A. Vega, Ed. D., CPS Pupil Support Services Officer, "Our department will strongly emphasize how *KnowConflict* can be seamlessly integrated within the Peer Program."

Highlights of the program as outlined by CPS to their high school principals include:

- *KnowConflict* is a web-based violence prevention program with an emphasis on conflict resolution.
- The lessons teach rational thinking, decision-making, effective communication, anger management and positive interaction skills
- The lessons are presented in a dynamic interactive-based format, filled with humor and conflict scenarios teens can relate to.
- *KnowConflict* helps create a positive and safe learning environment.
- Includes a component for parent participation.
- Funding for the program is fully covered by The Safe and Drug-Free Schools and Communities Program.

*KnowConflict's* conflict management education approach is based on scientifically tested theories about human behavior and the ability to change. The online program brings together proven conflict management methods and interactive technology to help students learn to deal with conflict through the introduction of conflict management theory and the examination of real-world scenarios.

*KnowConflict* is also providing CPS a Professional Development course designed to enable teachers and counselors to quickly master the concepts and successfully integrate the course into their school.

According to Gil Blumenthal, Founder and Chief Executive Officer of *KnowConflict*, "Teaching students the strategies and language of conflict management facilitates better communication and promotes successful outcomes in students' disputes with teachers, counselors, families and peers."

"Knowing how to manage and resolve conflict can make a tremendous difference in the lives of students and in the social climate at school. It's a skill everybody needs," says Blumenthal. "CPS should be given a tremendous amount of credit for taking the lead in providing curriculum that not only bridges the digital divide, but it also addresses a very important social concern."

Independent studies of conflict management programs show that they can make a dramatic difference in students' lives, and the schools that teach them have seen a drop in behavioral problems. The support of teachers and counselors is an essential component for students as they learn what, for most, will be a new way of looking at the factors that create stress and conflict in their lives.

According to Jim Layne, President of *KnowConflict*, "Internet-delivered learning products can expedite the dissemination of conflict management information and tools to a significantly larger and more diverse audience than could be reached by any other method. The *KnowConflict* course is designed to complement and enhance other efforts taken by schools to create safe and positive learning environments." The *KnowConflict* program for high school students is the first of several conflict management and related life skill programs to be offered by *KnowConflict*.

"The timing for our programs is excellent," says Layne. "The *KnowConflict* model supports both teachers and students by providing proven curricula that schools rarely have time or funding to develop independently."

Layne added that many corporations have indicated an interest in the long-term outcomes of conflict management programs, and support such programs as part of their community outreach. "The life skills provided by *KnowConflict* programs are highly transferable. Employers know that these skills will be used in the workplace because the schools are the feeder system for tomorrow's workforce," he said.

#### About *KnowConflict, LLC*

*KnowConflict, LLC* was founded in January 2000 to create software products that support the teaching and learning of life skills, such as conflict management, via the Internet. From its office in Scottsdale, AZ, the Company plans to offer a variety of sophisticated educational products, including professional development programs. *KnowConflict* programs will assist individuals of all ages in dealing with the various challenges they inevitably encounter throughout their lives. All programs can be customized to deal with those events that produce conflict and stress at school, work and in everyday living. For more information about the Company and its programs, visit [www.knowconflict.com](http://www.knowconflict.com) <http://www.knowconflict.com/> or call Gil Blumenthal at (480) 951-2157.

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