

DIVERSITY & INCLUSION NEWSLETTER



Cricket: A Top 100 Company to Work For!

SAN DIEGO - Thursday, March 26 2009 - Cricket Communications, Inc., a leading provider of unlimited wireless services and a wholly-owned subsidiary of Leap Wireless International, Inc. (NASDAQ: LEAP), has been named one of the Top 100 Companies to Work For by *SaVoy Professional Magazine*; a magazine for African American entrepreneurs and corporate executives, for its diversity efforts.

Cricket was selected largely based on its commitment to diversity. The Company has an established Diversity Council which leads the development, implementation and measurement of diversity, inclusion and cultural awareness action plans. The council

is comprised of business and operations leaders from across the company and is overseen by a recently appointed Director of Diversity, Inclusion and Culture initiatives. It is supported by a diversity executive committee comprised of senior executives and diversity core groups to drive initiatives at the departmental level. Additionally, the Company has created a diversity newsletter, an annual award and requires each employee to undergo diversity and inclusion training.

Who's Who in Black Houston

The third edition of Who's Who in Black Houston has inducted our very own **Dawn Martin** – Director of Diversity, Inclusion and Culture Initiatives; **Abraham Cromartie IV** – District Director; **Tonja G. Jones** – National Field Marketing Manager and **Christine L. Yancy** – Regional Finance Manager.

We consider it a personal achievement to have our workforce represent top performers in the community and represent Cricket in the best possible light.



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We have quickly found ourselves at the mid-year mark of 2009 as we continue to make impressive progress with our transformation to Cricket 2.0. Our recently announced organizational change, which establishes a matrix management approach, is important to the evolution of our Business, Brand, Operations and

AI's Perspective

Culture. This new organizational design structure is intended to support multiple initiatives including the Cricket Brand Experience which has a specific focus on the Customer Experience – but just as important, a clear focus on the Employee Brand Experience. This focus will review, evaluate, enhance and improve *your* experience as an employee. **Dawn Martin**, Director Employee Experience/Diversity now has accountability to the Brand Experience team, led by **Linda Wokoun**, to drive employee engagement initiatives for our diverse workforce to ensure that we meet and exceed our operational goals. We have completed our Employee Engagement Survey to gain additional baseline information on the current state of the employee experience and once the results are summarized, we will address any areas as required.

Innovation is the foundation for change at Cricket driving both customer and employee experience enhancements. It is at this intersection where diverse people, ideas, disciplines and backgrounds come together that true innovation occurs. A key benefit of the implementation of a matrix

management organization is the opportunity to further leverage diversity of thought. By creating dual-reporting relationships, we bring together individuals and teams who in a more traditionally designed organization would not have the opportunity to collaborate.

Our progress in the area of Diversity and Inclusion is exemplified by Cricket's recognition on *Savoy Magazine's* Top 100 Companies for Diversity and Inclusion list for 2009 and Len Stephens, SVP HR, selection as a 2009 recipient of the National Diversity Council's Glass Ceiling Award. As follow through on our commitment to Rebuilding Together and the communities in which we operate, we have completed 29 home renovation projects and have 10 additional projects to complete in the fall. Additionally, when the call went out for nominations for the 1st Annual Diversity and Inclusion in Action award, several locations responded by submitting compelling nominations for this prestigious award. The summary of their work on this business initiative clearly shows that Diversity and Inclusion is in action at Cricket.

“As we continue on our journey of Diversity and Inclusion, we should not lose sight of its meaning within the organization. Each and every employee is “diverse”. We all have our own “scripts”, if you will, and must play our part in insuring that this journey is paved with a level of *Respekt*. To that end, I would like each employee to give thought to what you are doing to *Respekt* Diversity and build a true inclusive Cricket Nation. At the end of the day, bringing

Diversity and Inclusion into action is one more way we show that *What We Do Matters!*”

Texas Diversity Conference



The Cricket Team at the Texas Diversity Conference (L to R: Tonja Jones, Alan Leser, Shawnte Strachan, Tyrone Hodges, Covondra Lewis, Joseph Winkfield, Len Stephens, Dawn Martin & Doug Ahrens)

In April 2009, Cricket Communications volunteered to make the Fifth Annual Texas Diversity and Leadership Conference a huge success.

For the three-day conference, Cricket Communications provided logistics support as well as signage for the various summits during the conference.

Founder of the conference; Mr. Dennis Kennedy heartily appreciated the excellence of our team both during and after the conference and commended our Diversity and Inclusion initiatives.

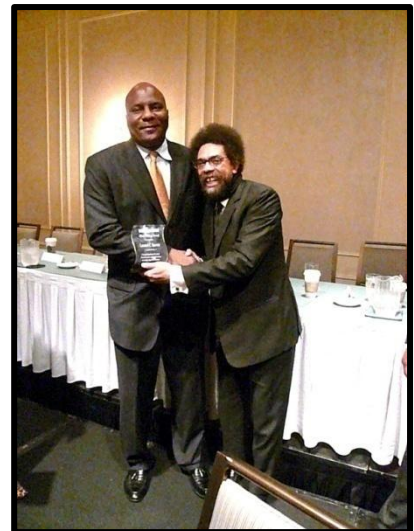
This conference brings together both business leaders and diversity practitioners to share best practices and discuss key diversity and inclusion topics.

Len Stephens Receives Glass Ceiling Award

The term ‘Glass Ceiling’ refers to the invisible barriers that most commonly limit the advancement of various individuals in the workforce

The Glass Ceiling Award was established to recognize individuals and companies that have successfully broken the “glass ceiling,” and promote and support the achievements of diverse employees in the workplace to allow them to break through the “glass ceiling” as well.

Len Stephens – Senior Vice President of Human Resources, received the prestigious Glass Ceiling Award in April 2009 for his solid commitment and outstanding contributions.



Dr. Cornel West & Len Stephens with the Glass Ceiling Award

Breakfast with Dr. Cornel West

The Texas Diversity Conference featured prominent speaker and activist; Dr. Cornel West. He is the best-selling author of *‘Race Matters’* and a professor at Princeton University.

An engaging and eloquent orator, Dr. West captivated his audience with provocative jabs at their collective conscience. He addressed issues of race, discrimination and diversity in the United States and forced the attendees to evaluate themselves as people and as professionals.



Dawn Martin presents the trophy to Elizabeth Hough with Cheryl Higgins, Brian Bender and Rosalyn Ross.

Memphis Wins!

The Diversity Action Group in Memphis TN proved itself to be a champion in bringing Diversity & Inclusion into action within its community. Led by **Shanti Hill**, the Memphis DAG was selected from among other notable contributions from across our markets to clinch the **Annual Diversity and Inclusion Award**.

Here are some highlights of their achievement:

- Created employee events and activities
- Added 10,999 subscribers in 2008 with market penetration already at 12%
- Maintained focus on bi-lingual hiring
- Increased representation of Cricket Communications in minority events such as the Sisterhood Showcase, Africa in April and El Dia De Nino
- Created a quarterly Memphis Diversity Newsletter

Naturally, the other nominees had stellar performances as well:

The Spokane DAG; led by **Kitara McClure** partnered with Pony Tales Initiative to provide children a place to go at the mall, rather than just hang around. This initiative managed to establish a Youth Declare Yourself Day in Spokane.

Dinelle Norsworthy leads the San Diego corporate DAG. This team organized a number of on-site and off-site events and engaged Volunteer San Diego to improve community involvement. As a result, they received numerous emails of thanks and inquiries as to when the next event would be held.

Martin Hinjosa, the Las Vegas DAG put together a project to help Safe Nest; a shelter for women and children who had suffered violence, and provided basic necessities to them. The Las Vegas DAG was not solicited but reached out on their own to help their community.

The Diversity Council and Cricket Communications applaud their achievement and commend all markets for their actions towards achieving D&I objectives. We thank our nominees from Spokane WA, San Diego corporate and Las Vegas NV. They clearly show that What You Do, Matters!



*Elizabeth Hough and Shanti Hill
with the coveted
Diversity & Inclusion Trophy*



Message from Dawn

It's all about RESPEKT! As a child born in the '60s this Aretha Franklin hit is very familiar to me. Hearing the song reminds me of the times when my family would gather for birthdays, anniversaries or for no reason at all.

Hearing the Queen of Soul demand that all she wants is Respect – is the basis for Cricket's commitment to Diversity and Inclusion.

No matter what characteristics (*diversity*) an employee brings to the table – race, gender, sexual orientation, ethnicity, skills, perspectives and styles – to be accepted (*inclusion*) is the end goal. To reach the end result, there must be a healthy dose of RESPEKT! This includes RESPEKT between manager/employee, employee/manager, employee/employee and employee/customer *despite* the differences we all bring to the table.

Leveraging diversity is when we use our differences for the collective good and we value inclusion by welcoming the contributions of all despite those differences. This allows Cricket the opportunity to attract diverse high performing talent and to respond to the needs and aspirations of our diverse customer base. In order to do this effectively, there must be a foundation of RESPEKT! No matter what your biases or "hot buttons" are the treatment of each other and our customers with RESPEKT is a way to improve business results.

As we continue our journey of Diversity and Inclusion we will effectively eliminate a number of detours and roadblocks if we all remember Aretha's words....

.....All we're askin' is for a little RESPEKT when you come home.



A Thriller in his Own Right: Michael Jackson and the Desegregation of Pop Culture

Courtney Young
Sound Affects – the PopMatters Music Blog

Before the international frenzy that Barack Obama commanded following his historic presidential campaign and win, Michael Jackson was the global face of black exceptionalism and achievement. His death at the age of 50 on June 25, 2009, almost succeeded in crashing the Internet and suspended social media mechanisms.

Before the advent of Michael Jackson, pop music was a largely segregated art form. Prior to Jackson, mainstream television music channels, namely MTV, did not air videos by Black artists. Upon the massive success of *Thriller*, Jackson was catapulted into the first major crossover global pop star, defying the barriers that race presented for so many artists before him. The sheer demand for Jackson was so great that MTV had no choice but to showcase *Thriller* and the rest is history. Never before had an artist touched every race, age, class, sexual orientation, and nationality in the way that Jackson did. Moreover, Jackson played a transformative role in shaping ideas of African American music and performance to a global audience in a way never before achieved by any other artist. Jackson turned the world on its head, single-handedly.



What Diversity Is ... and Isn't!

Diversity is still a poorly understood concept. It means Difference and it shows up in many ways. Also, there are quite a few misconceptions related to Diversity that lead corporations to create and enforce policies and procedures that have nothing to do with actual Diversity.

To explore what Diversity Is and what it Isn't and to clarify your own comprehension of this concept you can access our Diversity and Inclusion homepage and join us on our journey of Diversity Learning and Inclusive Action.

GLBT Focus

Our current quarterly focus is on the issue of Gay, Lesbian, Bisexual and Transgender individuals in the workplace.

Did you know that 6 – 7% of adults identify themselves as gay, lesbian, bisexual or transgender? That means between 15 and 16 million adults!

The implications for business are huge. We invite you to access our research on this topic and familiarize yourself with GLBT issues on the Diversity and Inclusion homepage.

Diversity Council Meeting in Denver



Len, Sarah, Dawn, Dr. Brenda J. Allen, Monica, Lisa, Darin, Gary, John & Richard.

Denver played host to the second quarter Diversity Council Meeting in the first week of June. The Council had a dinner discussion with Dr. Brenda J. Allen – Associate Dean in the University of Colorado Denver and a renowned diversity thought leader. They also spent a full day in training with Amy Loges getting in touch with their unconscious biases and learning effective diversity management techniques through the “*Appreciating Differences*” course.

Al Moschner was able to join them for breakfast and share his thoughts on Diversity within Cricket. His support and encouragement gave the council a renewed enthusiasm for their diversity and inclusion initiatives. Later, working with Carol McHuron, they were able to develop a solid, step-by-step plan for diversity goal achievement and have already put many of those in motion. The meeting gave the Diversity Council a chance to get together and discuss issues face-to-face thereby ensuring harmony and success.

Introducing the Diversity Council!



DAWN MARTIN

Director of Diversity and Inclusion
Houston, TX

“Simply put ...”What We Do Matters”. Diversity and Inclusion is not something we should only discuss, think about or theorize – it’s something we must put into action. In order to meet company goals, it is important that we leverage and continue to build the diversity of the organization and insure that the workplace is inclusive and operates from a foundation of merit.”

LISA RHODES

Marketing Operations Director
Diversity Council Co-chair
Denver, CO

“Every day I see the benefits that Cricket gains - from increased productivity, quality, and employee satisfaction - as we continue to increase the diversity of the people in our teams. Given the diverse nature of our customer base, it is critical that we mirror that diversity in our Cricket employees, contractors, vendors, and suppliers.”



RENE PARSON

Regional General Manager
Diversity Council Co-chair
Chicago, IL

“Cricket’s success has rested on our ability to disrupt the status quo and as we transform into a national player we recognize the importance of attracting and developing top talent from diverse backgrounds.”



RICHARD MARKS

District Director
San Diego, CA

““Diversity and Inclusion cannot be an option if we are to accelerate in a competitive environment. D&I is the roadmap that will allow us to understand and better serve our customers. Satisfied customers and satisfied associates equates to Cricket’s greatest return on investment ”



LANDMARK DECISION IN NEW HAVEN FIREFIGHTERS CASE

Published By Times Herald
Posted: 07/06/2009

Title VII OF the 1964 Civil Rights Act prohibits employment discrimination based on race, color, religion, sex and national origin. While the act's purpose is not in doubt, its implementation has been unclear and highly controversial in certain circumstances. Among the controversies is how to use tests for hiring and promotions, especially if the results of those tests have a "disparate impact" against minorities.

That is the issue that arose in New Haven, Conn., when the city tossed out firefighter promotional exams because of the 19 firefighters who qualified for promotion; there were no African Americans and only two Hispanics.

The city feared that the disparate results of the tests would draw civil rights lawsuits. New Haven's fears were understandable, given the lack of clarity on "disparate impact."

To its credit, on a 5-4 ruling, the Supreme Court ruled last week that New Haven violated civil rights laws by throwing out the firefighter promotional exams. The court found no evidence that the tests were flawed.

Writing for the majority, Justice Anthony Kennedy rightly concluded that "the city made its employment decision because of race." He added that "fear of litigation alone cannot justify an employer's reliance on race to the detriment of individuals who passed the examinations and qualified for promotion."

Eliminating racial discrimination in the workplace and preventing its return is a difficult task that requires a commitment to fairness for everyone concerned, not just minorities.



Michael Medina & his job coach Nina Asay.
© Rachel Dornhelm for NPR

THE JOY OF WORK: A DISABLED MAN'S QUEST

By Rachel Dornhelm for NPR
Morning Edition; July 2, 2009

Michael Medina is nostalgic for the days when he had a job. Just ask him about where he used to work, and he gushes with enthusiasm.

"Stacey's Bookstore. That's No. 1, that's a wonderful ... it's the biggest bookstore I ever been to," Medina says. "A wonderful store. You can work as you want — long as you want."

Medina, 52, has developmental disabilities. He was working as a janitor at the independent bookstore that was a San Francisco institution for 85 years until it went out of business in March. It's a tough time for anyone to find a job. And for adults with developmental disabilities — like autism and Down syndrome — it's even tougher.

His job coach from The Arc, Nina Asay, is taking him to a law firm for a job assessment. Asay says this evaluation will help her figure out the ideal work environment for Medina. But the kind of help Asay provides is at risk.

Peter Berns is executive director of *The Arc of the United States*, a group that supports about 122,000 people with developmental disabilities in finding general employment. That makes it the largest nonprofit network doing this work. Despite demand, Berns says there hasn't been enough funding to increase those numbers in years.

But Kemp says there are bright spots. Large national chains including Walgreens, McDonald's and Safeway continue to create opportunities for people with developmental disabilities.

And there's some good news for Medina, too. He was just offered a job as a bagger at the grocery chain Trader Joe's. He's already hard at work.



CATHY YOUNG

Program Management Director
San Diego, CA

"Throughout my professional career, I have seen how the opening of opportunities for all has enhanced the bottom line and quality of service of organizations. Diversity and Inclusion is the right thing to do for shareholders, customers and employees. When everyone is included we all win."

REGAN ANDERSON

District Director
Chicago, IL

"I firmly believe that the competitive success of Cricket as a national wireless provider requires a commitment to diversity that starts at the top and weaves throughout the company at every level."



TODD ELLIOTT

Regional General Manager
Charlotte, NC

"I believe the initiatives of the diversity team will impact the future of Cricket on many levels. As we continue to expand our talent pool, bringing new thoughts, ideas and approaches to the table from individuals with different backgrounds and experiences will make a difference. This will ultimately lead us to more effective strategies and tactics to move the

MONICA GLEESON

Legal Counsel
San Diego, CA

"We all live with the objective of being happy; our lives are all different and yet the same".
[A favorite quote of mine, from Anne Frank]



GARY CLAYTON

District Director
Knoxville, TN

"Diversity and Inclusion is so important to a company like Cricket. It allows us to understand and embrace differences. If we are not Inclusive and Diverse we are sure to fall short of our goals."



JOHN CASTRO
Launch Deployment Director
San Diego, CA

“Recognizing perspectives differ, through inclusion, we can achieve the best in class solutions.”

KIRA SPRINGER
Alternative Payments Director
Denver, CO



“The ultimate measure of a person is not where he or she stands in moments of comfort and convenience, but where he or she stands at times of challenge and controversy.”
 [Martin Luther King Jr.]



CHRIS PATTON
Regional HR Director
Franklin, TN

“At Cricket we understand the importance of diversity from a business and an employee relations perspective. It is at the forefront of everything we do and continues to be a point of focus moving forward. As we strive to become a national carrier, our focus on hiring, retaining, and attracting a diverse workforce will be one of the key indicators for our success.”

SONJA NELSON
Accounting Operations Director
San Diego, CA



“Diversity is not about how we differ. Diversity is about embracing one another's uniqueness.”
 [Ola Joseph]



DARIN INGLISH
Legal Counsel
Denver, CO

“The spice of life is variety.”

JUAN COSTALES
District Director
San Antonio, TX

“Don’t let food be the single one thing you can embrace from other cultures, accept those who stand behind its creation - Love the food and the people”

ZUBIN KAPUR
Area General Manager
Washington, DC



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What We Do Matters!

Find Diversity & Inclusion on the Portal:
[Diversity & Inclusion Homepage](#)

Diversity & Inclusion Contact

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Diversity Council Organization

Diversity Council Members are required to support zones and corporate offices. Below is a list of which areas each Diversity Council member supports:

Director:	Dawn Martin
San Diego Corporate:	Monica Gleeson
Denver Corporate:	Lisa Rhodes
West Zone:	Richard Marks John Castro Sonja Nelson
Midwest Zone:	Regan Anderson Rene Parson Kira Springer
South Zone:	Darin Inghish Cathy Young Juan Costales
Northeast Zone:	Chris Patton Gary Clayton Zubin Kapur