



# INSPIRING STUDENTS TO CARE



## A New Generations Program

A Partnership between Rotary Clubs of Warton, District 6330 and Zone 24, and Spectrum Artistic & Educational Media

### Winter 2012 Newsletter

**INSPIRING STUDENTS TO CARE** is a New Generations program sponsored by The Rotary Club of Warton, supported by Rotary clubs across Canada, in partnership with Spectrum Artistic and Educational Media. It encompasses 2 projects:

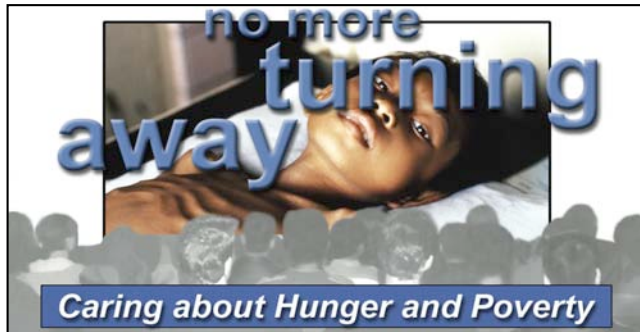
- **No More Turning Away:** Inspiring Students to Care about Hunger and Poverty
- **Take It Back:** Inspiring Students to Care about the Environment.

These projects were launched in Rotary District 6330 (with The Rotary Club of Warton as lead club) and are now being supported by Rotary clubs across Zone 24, especially in Canada.



Keith Martin and Elizabeth Stewart, President of The Rotary Club of Penetanguishene. Photo by David Hobson

## No More Turning Away



**No More Turning Away: Inspiring Students to Care about Hunger and Poverty** was launched in 2008 to produce and place in schools a DVD and Printed Guide of Spectrum's multimedia presentation on hunger and poverty. The project began placing DVDs in schools in 2010.

So far 31 Rotary clubs in 5 Rotary districts have contributed to placing 351 DVDs in 24 Ontario schools boards and 114 Rotary clubs. Another 144 DVDs have been purchased by schools and school boards.

School and school board responses to the DVD include:

#### **"It supports our character development focus"**

Thank you for providing the materials regarding the No More Turning Away project being supported by Rotary Clubs of District 6330. We plan to use the materials in secondary education to support our character development focus.  
*Bruce McPherson, Director of Ed., Bruce-Grey Catholic DSB*

#### **"A really engaging project"**

This looks like a really engaging project, and I wish you much success.  
*Laura Elliott, Thames Valley District School Board, ON*

#### **"A remarkable resource"**

Congratulations on the incredible progress you've made with this project. We feel very fortunate to have been "in on the ground floor" and so appreciate all your work in producing and promoting this remarkable resource.  
*Mary Anne Alton, Director of Ed. (2005-10), Bluewater DSB*

#### **"The lyrics are so powerful"**

The song, "On the Turning Away," has been my favourite song for many years and Pink Floyd has been my favourite band since I can remember. I have always thought that the lyrics of that song are so powerful.  
*Shelly Duben, Greater Essex County DSB, ON*

#### **"Appropriate for Social, Canadian & World Studies"**

Recognizing the curriculum connection is with Social, Canadian & World Studies, I passed the DVD to the Program Coordinator. The materials have been deemed appropriate for use in various curricula.  
*John McPhee, Toronto DSB, ON*

#### **"A terrific educational addition"**

No More Turning Away is so thought-provoking and perfect to use with students. I can see the DVD as a terrific educational addition to our experience. Peace to you and to all who helped to produce this DVD.  
*Terry Ann Wilson, St. Joseph's Catholic SS, Cornwall, ON*

#### **"Most beneficial when discussing global citizenship issues"**

"No More Turning Away" has proven to be most beneficial when discussing Global Citizenship issues in my Civics class.  
*John Herbst, Norwell Secondary School, Palmerston, ON*

#### **"I was blown away"**

I just watched No More Turning Away and was blown away by the power of the music, lyrics and statistics, and greatly appreciate the list of manageable things to do to address these issues.  
*Ron Ballentine, Halton DSB, ON*

## Take It Back



**Take It Back: Inspiring Students to Care about the Environment** was launched in 2010 to produce and place in schools a DVD and Printed Guide of Spectrum's multimedia presentation on the environment. The project began placing DVDs in schools in 2011.

So far 15 Rotary clubs in 2 Rotary districts have contributed to placing 406 DVDs in 19 Ontario schools boards and 31 Rotary clubs. Another 64 DVDs have been purchased. One school board, together with Rotary club sponsorship, has purchased the rights to use the presentation for their in-house online media library, accessible to 70 schools. This is the direction many school boards are now going.

School and school board responses to the DVD include:

***"It would be valuable for all of our schools"***

I received the Take It Back DVD today and feel it would be valuable for all of our schools to have a copy. As well as classroom use in secondary schools, many have Environmental Clubs and feel they would appreciate a copy.

*Penny Daniels, Lambton Kent DSB, ON*

***"A very valuable teaching tool"***

As an EcoSchool board and one that focuses on the fragility of creation and our responsibility to care for it, I find it to be a very valuable teaching tool for students to learn more about environmental issues via music.

*Lori Lynn Stapleton, Huron-Perth Catholic DSB, ON*

***"A good mix of hard questions and optimism"***

I really enjoyed the music, visuals and quotes. It was a very

good mix of the hard questions that need to be asked, balanced with optimism through action.

*Donald Fay, science consultant, Greater Essex County DSB*

***"A superb piece of work"***

This is a superb piece of work with an exceptionally helpful viewing guide that would enable Grade 7-12 teachers to effectively address issues related to care and protection of the environment. By 'effectively' I mean the use of current information, engaging images, text, and music, and with a context of active, caring, responsible, and respectful citizenship.

*Ron Ballentine, Halton DSB, ON*

***"An awesome and thought-provoking production"***

Wow! Another awesome and thought-provoking production! Keep up the great work!

*Terry Wilson, St. Joseph's Catholic SS, Cornwall, ON*

## Inspiring Students To Care



Gordon Lawson, President of The Rotary Club of Markdale, thanking Keith. Photo by Ron Wyvill.

*"It looks like you're gradually getting the penetration you had hoped for. Maybe you should contact Rotary clubs in the United States. Since our population is ten times that of Canada there could be the potential for ten times the exposure."*

*Victor Milone, Chatham, NJ*

**For more information, contact Keith Martin ([kmartin@spectrummedia.ca](mailto:kmartin@spectrummedia.ca)):**

Inspiring Students To Care Program Coordinator

Director, Spectrum Artistic and Educational Media (a non-profit, registered charity)

Spectrum's Board of Directors: Glenn Toering Boyes, James Puttick, Bev Garinger, Tom Robitaille, Mike Atkins, Nick Torra.

Inspiring Students To Care support committee (Rotary Club of Warton): Bev Garinger, Nick Torra, Paul Shirley, Ann Iles.

For a brochure describing the program, go to [www.spectrummedia.ca](http://www.spectrummedia.ca): Rotary & Spectrum.

- FOR A TAX-DEDUCTIBLE DONATION OF \$100, YOU CAN HELP US PLACE 5 DVDS IN 5 SCHOOLS, and be listed as a Bronze donor in the Printed Guide that accompanies every DVD.
- PLEASE FORWARD THIS NEWSLETTER TO ANYONE YOU THINK MIGHT BE INTERESTED IN HELPING US CHALLENGE AND MOTIVATE STUDENTS TO CARE. THANK YOU!

**INSPIRING STUDENTS TO CARE: A New Generations Program**

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