



Thank you for coming to our Club. I am sure that this program (No More Turning Away) will go a long way in encouraging students to care about poverty and hunger in our world.

John Hill, president
Rotary Club of Kincardine

Thank you for taking the time and traveling to London to present your fabulous media presentation for schools! It created quite a buzz at our club and was very well received. Your visuals are very powerful and, hopefully, will motivate young people to action.

Joan Fisher, vice president,
Rotary Club of London South

Thank you for all the work you are doing to ensure that all of the schools requesting the DVD receive a copy. I did view the DVD and thought it was excellent.

Penny Daniels
Community Partnerships Officer
Lambton Kent District School Board

I just reviewed your DVD and it is absolutely fabulous! I believe our intermediate students would definitely benefit from viewing this resource. Is it possible to send 16 copies?

Lori Lynn Stapleton
Curriculum Coordinator
Huron-Perth Catholic District School Board

The DVD is so thought-provoking and perfect to use with students. This past October we participated in the Global Stand Against Poverty as a school and hope to organize it again next year. 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.

Sr. Terry Ann Wilson, Chaplaincy Leader
St. Joseph's Catholic SS, Cornwall

Keep up the great work! You will never know the full impact of your efforts, but a few years down the road you will hear adults say, 'I got my interest in community service by watching No More Turning Away in grade 8.'

Wilf Flavell, Assistance Governor, Area 8
Rotary District 6330

SPECTRUM

SPECTRUM Artistic and Educational Media Association is a non-profit, registered charity promoting media arts in education. Our mission is to enhance the effectiveness of schools and other registered charities by providing artistic and educational media that foster a deeper understanding of values, beliefs and social concerns of our day.

Spectrum's history can be divided into 3 chapters. **Chapter 1**, during the 1980s, focused on **Exploring Values and Beliefs**. Under IVCF, Spectrum produced and presented two 3-screen, 9-projector multimedia presentations. One of these, *In Search of a Sun: An Inquiry into Values*, was presented 500 times to nearly 100,000 people in all 10 provinces. Whenever possible it

was shown with its sequel, first *Between Reflections*, then *Say It Isn't True: An Inquiry into Faith*.

Chapter 2, in the 1990s, saw Spectrum become an independent artistic and educational media resource with an expanded mandate, **Probing Values, Beliefs and Social Concerns**. We further described our work as 'Fostering a Civil, Just and Caring Society.' Our media format shifted to 3-projector, wide-screen presentations followed by audience interaction and response. From 1990 to 2001, Spectrum produced and gave 900 presentations of *Take It Back* (Caring for Planet Earth), *Dear God* (Barriers and Bridges to Faith), and *No More Turning Away* (From Hunger, Poverty and Injustice) to 220,000 stu-

dents and adults in 8 provinces.

Chapter 3 began in 2002 with the goal of **Fostering Social Responsibility and Spiritual Awareness**. In 2009, concerned that some people might interpret 'spiritual' as 'religious' or think we were promoting new age spirituality, we revised our goal to **Fostering Values That Enhance Life**. Our initial focus has been on providing opportunities for conversation around media (books, music and movies) that explore a progressive or metaphorical understanding of life and spirituality. Now, with assistance from Rotary Clubs of District 6330, we are transferring our multimedia productions to DVD for wider use in schools and communities across Canada.

Spectrum's Board in 2009-10 consisted of 3 voting members, Glenn Toering Boyes, Milt Reynolds, and Phil Taylor, plus Spectrum's Executive Director. Glenn is a life coach and counselor in Kitchener with his own practice, Personal Development

Counseling Services. Milt is a property manager for the Japanese Canadian Cultural Centre in Toronto. Phil and his wife Barb are owners of Mainly Mac, a computer sales and service business in Markham.

The board helped place *No More Turning Away* DVDs in schools across Ontario, and assisted with two media retreats. We also added 2 new pages to our website, entitled Our Partners and Leave a Legacy (Inspire Students to Care).

PROGRESSIVE RETREATS

In June of 2004 we began offering what we call **progressive retreats** on the Bruce Peninsula. These are held at Poppy's Place and Nana's Place on Berford Lake north of Wiarton. To date we have held 16 retreats.

This past year we held two retreats, one in June and one in October. In June our Saturday evening documentary and discussion was *A History of God*, with Karen Armstrong. In October the movie was *One Week*.

At some retreats we have a time called 'Soul Talk,' where participants can share personal or creative insights from their own journeys.



Jenny Martin serves as Retreat Coordinator for Spectrum, arranging for food and

food preparation, and co-hosting the week-ends.

MEDIA THAT MATTERS



In 2009-10 we offered another series of monthly media conversations called **Media That Matters** as part of 'A Night Out,' the Bluewater District School Board community education program. These evenings looked at Significant Movies and Books that Challenge and Inspire—or that shape the culture we live in. The 3 Movies That Matter this year were *No More Turning Away* plus *The Skeptics Journey*, *Charlie Wilson's War*, and *Capitalism: A Love Story*.

The 3 Books That Matter were *A Short History of Nearly Everything* by Bill Bryson, *Orphans of Winter* by Rob Ritchie, and *The Lost Symbol* by Dan Brown.

Excerpts from two of these thought-provoking books were sent out to Spectrum's mailing list, so friends of Spectrum who couldn't join us could explore these authors and be challenged and inspired at home.

NO MORE TURNING AWAY & ROTARY

No More Turning Away: Raising Awareness about Hunger and Poverty is a partnership between Rotary Clubs of District 6330 and Spectrum A&E Media. So far 21 Rotary Clubs have donated \$10,000 to transfer *No More Turning Away* to DVD (covering music and photo rights, use of equipment in production, adding interactive bridges and a Printed Guide), and placing 185 DVDs with 100 schools across Grey, Bruce, Huron, Perth, Lambton, Elgin and Middlesex counties plus Sarnia and London, as well as 61 Rotary Clubs and 24 Rotary leaders.

The following school boards are now using the DVD to challenge and inspire their

students to care about hunger and poverty: Bluewater, Avon Maitland, Lambton Kent, Thames, Bruce-Grey Catholic, Huron-Perth Catholic, and St. Clair Catholic.

Spectrum also placed DVDs with 200 other schools across Ontario and 50 school boards, as well as 50 friends and supporters of Spectrum, for a total to date of 500 DVDs.

Phase Two of the Rotary Project will be to place another 500 DVDs in schools, school boards and Rotary Clubs across Canada.

On Earth Day, April 22, *Take It Back* was shown to the Rotary Club of Wiarton. As a

result, **Take It Back: Raising Awareness about the Environment** has been launched as a District-wide Rotary Project to complete the transfer of *Take It Back* to DVD, with interactive bridges and a Printed Guide, and place the DVD in 100 schools across the District in time for Earth Week 2011. This time The Rotary Club of Wiarton will be the primary sponsor.

The motto for The Rotary Foundation of Rotary International is "Doing Good in the World." This is one of the best definitions I can think of for both humanitarianism and true spirituality.

Respectfully submitted
Keith Martin, Director

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