



Thank you for providing the DVD and Printed Guide for *Take It Back: Caring for Planet Earth*. We are happy to provide a letter of approval. The materials will be used in secondary and senior elementary schools for both character development and environmental studies.

Bruce MacPherson, Director of Education
Bruce-Grey Catholic District School Board

I received the *Take it Back* DVD today and feel it would be valuable for all of our schools to have a copy. Thank you for providing this information to our schools.

Penny Daniels, Community Partnerships Officer
Lambton Kent DSB

The music and texts of the songs are well chosen . . . We applaud the Rotary Clubs for wanting to support these big and important environmental ideas. Rotary's work to support our schools in this way is much appreciated.

Janine Pitman, Learning Supervisor
Thames Valley DSB

Like Keith, I believe that our younger generation is far more aware of environmental issues than we were. With information like this, they will have an opportunity to discuss solutions!

Pat Cavan, Youth Exchange Officer
Rotary Club of Warton

Your work is very important and I am so glad it will be shown in schools across Canada.

Diane Marshall, Institute of Family Living
Toronto

I received *Take It Back* today and just watched it. Wow! Another awesome and thought-provoking production! I have a grade 11 retreat coming up . . . focusing on the connection between our faith and the environment. And our Development and Peace Thinkfast will be at the end of May, focusing on the topic of water. *Take It Back* will add a lot to both events. Keep up the great work!

Terry Wilson
St. Joseph's Catholic SS, Cornwall

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 was on providing opportunities for conversation around media (books, music and movies) that explore a progressive or metaphorical understanding of life and spirituality. Now, in partnership with Rotary Clubs of District 6330 and Zone 24, we've updated and transferred our multimedia productions to DVD for wider use in schools and communities across Canada.

Spectrum's Board in 2010-11 consisted of 4 voting members, Glenn Toering Boyes, Milt Reynolds, Phil Taylor, and James Puttick, plus Spectrum's Executive Director.

In January Phil completed 3 1/2 more years of service, after an initial "tour of duty" of 9 years (1993-02). Phil's desire to see both productions on DVD and in schools across

Canada was finally realized this past year. Thank you, Phil, for your help and assistance for so many years.



In March James Puttick was reappointed to Spectrum's board to help with the transition to a board involving Rotarians, as we strengthen the partnership that has begun between Spectrum and Rotary.

In May Milt completed 7 years of service, for which I am grateful.

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 Novotnys' cottage on Berford Lake north of Wiarton. To date we have held 18 retreats.

This past year we held two retreats, one in June and one in October. In June our Saturday evening movie and discussion was *Avatar*. In October we had a weekend of reflection on all the retreats we have had and all the themes we have explored.

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

MEDIA THAT MATTERS

In 2010-11 we took a break from **Media That Matters**, a monthly media conversation event Spectrum offers as part of the Bluewater District School Board community education program. These evenings look at

Significant Movies and Books that Challenge and Inspire—or that shape the culture we live in.

Excerpts from many of the thought-

provoking books we discuss are sent out to Spectrum's mailing list, so friends of Spectrum who are not able to join us can explore these authors and be challenged and inspired at home.

ROTARY & SPECTRUM

No More Turning Away: Inspiring Student to Care about Hunger and Poverty is a partnership between Rotary Clubs of District 6330, Rotary Clubs in Zone 24, and Spectrum A&E Media. 27 Rotary Clubs have participated in transferring *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 it in schools. 465 DVDs have been placed in or purchased by Ontario schools, and another 180 with Rotary Clubs and Rotary leaders. So far the DVD has been approved by 21 school boards in Ontario.



Photo by Andy Ho

Take It Back: Inspiring Students to Care about the Environment was launched in 2010 as a district-wide project of The Rotary Club of Wiarton. The goals were to transfer *Take It Back* to DVD (with interactive bridges and a Printed Guide) and place it in 100 schools by Earth Week 2011. When the DVD was sent to Ontario school boards

in the district, all 8 schools boards (Bluewater, Avon Maitland, Lambton Kent, Thames Valley, Bruce-Grey Catholic, Huron-Perth Catholic, St. Clair Catholic, and London Catholic) approved the DVD, requesting 375 copies and purchasing 60 more.

We are now bringing the two projects

together under one program, **Inspiring Students to Care: A New Generations Program**. In partnership with Rotary Clubs across District 6330 and Zone 24, we hope to place both DVDs in as many schools as possible this coming year, motivating students to do good in the world and for the world.

Respectfully submitted,
Keith Martin, Director

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