



*No More Turning Away was one of the most touching and powerful DVDs I have ever seen.*

Opal Rowe  
Rotary Club of Etobicoke

*No More Turning Away has proven to be most beneficial when discussing Global Citizenship issues in my Civics class.*

John Herbst, teacher  
Norwell Secondary School, Palmerston, ON

*Excellent presentation. I am most impressed with the message, the content and the very professional level at which the presentation was put together.*

Mike McMillan, chair  
Town of S. Bruce Peninsula Ec. Dev. Comm.

*Take It Back 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, Coord. Environmental Ed.  
Halton District School Board

*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)

*I've had the opportunity to review both DVDs and think you and your club have a couple of terrific programs.*

Joe Reynolds, District Governor (2011-12)  
Rotary District 6330

*Thank you and your Rotary Club for all that you are doing to make this world a better place.*

Laura Elliott, Superintendent Program Services  
Thames Valley District School Board

*It is very encouraging to see how Spectrum is being used. I see you as having a significant role in mentoring, encouraging and stimulating both youth and adults.*

Tom Balke, Vancouver, BC

## SPECTRUM

**SPECTRUM Artistic and Educational Media Association** is a non-profit, registered charity promoting media arts in education. *Our mission*, recently simplified, is *to provide schools and registered charities with artistic and educational media that foster life-enhancing values.*

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 students 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 with **Inspiring Students To Care**, a program in partnership with Rotary Clubs of Warton, District 6330 and Zone 24, we've updated and transferred our multimedia productions to DVD for wider use in schools and communities across Canada.

In 2012 we expanded our website (now 47 pages) and launched two Facebook pages: [www.facebook.com/spectrummedia.ca](http://www.facebook.com/spectrummedia.ca) and [www.facebook.com/InspiringStudentsToCare](http://www.facebook.com/InspiringStudentsToCare).

Spectrum's Board in 2011-12 consisted of 6 voting members, Glenn Toering Boyes, James Puttick, Bev Garinger, Tom Robitaille, Michael Atkins, and Nick Torra, plus Spectrum's Executive Director. Bev, Tom, Michael, Nick and Keith are members of Rotary clubs. Bev and Tom were elected at last year's AGM. Michael and Nick were appointed during the year and are up for election this year.

Glenn Toering Boyes is completing 16 years on Spectrum's Board, 6 of them as chair. Glenn has been an incredible source of encouragement and guidance as Spectrum made the transition from Chapter 2 to Chapter 3, and most recently as we formed our partnership with Rotary clubs. Thank you, Glenn, for helping to keep Spectrum producing, presenting and connecting with audiences all these years.



## PROGRESSIVE RETREATS



In 2004 we began offering what we call **progressive retreats** on the Bruce Peninsula. These are held at Poppy's Place and Paradise Place (previously Nana's Place) on Berford Lake, north of Wiarton.

This past year we held one retreat, following our Annual General Meeting and BBQ in June. The Saturday evening movie and discussion was *Rabbit Hole*, portraying a family's life after a devastating loss.

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

## MEDIA THAT MATTERS

In 2011-12 we took another break from **Media That Matters**, a monthly media conversation event that 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.

## INSPIRING STUDENTS TO CARE

**No More Turning Away: Inspiring Student to Care about Hunger and Poverty** is a partnership with Rotary clubs of Wiarton, District 6330 and Zone 24 launched in 2008. 31 Rotary Clubs have participated in transferring *No More Turning Away* to DVD (covering music and photo rights, adding interactive bridges and a Printed Guide) and placing it in schools across Ontario. Over 500 DVDs have been placed or purchased by 25 Ontario schools boards, and another 200 copies with Rotary clubs and leaders.

**Take It Back: Inspiring Students to Care about the Environment** was launched in 2010. So far 19 Rotary clubs have participated in transferring *Take It Back* to DVD (covering music and photo rights, adding interactive bridges and a Printed Guide) and placing it in schools. Over 500 DVDs have been placed or purchased by 23 Ontario school boards, and another 65 copies with Rotary clubs and leaders.



Photo by David Hobson

A year ago we brought both projects together under one umbrella, **Inspiring Students to Care: A New Generations Program**. The goals of the program are to raise awareness about world issues, especially hunger and poverty and the environment, and motivate

students to action. 31 school boards have approved one or both DVDs, and 37 Rotary clubs in 5 Rotary districts have participated in one or both projects, inspiring students to do good in the world and for the world.

Respectfully submitted,  
Keith Martin, Director

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