



Chalk Talk

Greetings | Feature | News | Facts & Figures

PLEASE SHARE CHALK TALK WITH YOUR COLLEAGUES !!!**Letter from the Editor**

Dear Subscribers:

I recently read that Madonna doesn't allow her children to watch television. Somewhat hypocritical, it seems, coming from the Queen of Pop Culture. I assume she's just trying to keep them from seeing her music videos. In 'The Last Lone Inventor', Evan Schwartz writes that television pioneer, [Philo T. Farnsworth](#) had great expectations for television which he believed would become "the world's greatest teaching tool" and that it had the potential to eliminate illiteracy, intolerance, and even war. If Mr. Farnsworth were alive today, I think that while he would be very concerned, as we all are, about the increased frequency and graphic nature of violence on tv and its adverse effects on our society, he'd be very pleased with the thousands of hours of serious investigative reports, documentaries, scientific, historical, arts, cultural and political programming produced and shown on television that focus on important issues, bring the past to life, and help us to understand our universe and each other. I'd argue that, in my lifetime, no technology has been as magical and maddening as television.

As a child, I watched black and white programs such as 'I Love Lucy', 'Wayne and Shuster', 'Front Page Challenge' and 'Hockey Night in Canada' on a simple box that had a "rabbit ear" antenna and no remote control. Later colour tv was introduced, followed by cable and eventually satellite, digital and big screen HDTV. I remember The Beatles on 'Ed Sullivan', the assassination of President Kennedy and subsequent shooting of Lee Harvey Oswald, the Vietnam War coverage on the evening news and the rise of a charismatic future Prime Minister who spoke of a "just society". On July 20, 1969, it seemed the world came to a halt to watch [Apollo 11's](#) Neil Armstrong take that historic first step onto the surface of the moon and utter the unforgettable words, "A small step for man ... a giant leap for



mankind." And who could forget Paul Henderson's goal in the 1972 Canada-Russia hockey final.

These historical moments experienced live and simultaneously by millions of people on Earth are examples of the impact and power of television. This week's issue of **Chalk Talk** has information about television programming that

Bring Great Ideas into Your Classroom!

A&E Classroom showcases informative programming that can be used as a teaching resource in the classroom each weekday morning from 7am — 8am ET. This programming is commercial-free and copyright cleared for up to two years. Teachers are encouraged to videotape these programs and incorporate them into their classroom curriculum. For more information about **A&E Canadian Classroom** [click here](#).

Care has been taken to schedule programs to compliment your curriculum in the areas of history, literature, performing arts, science and social studies. A schedule of upcoming program air-dates is available in A&E Classroom's "**Idea Book for Educators**". This free resource guide is printed twice a year and offers educators a six month programming calendar, program descriptions, and lesson plans to accompany some of the programs. To order your copy of "The Idea Book for Educators" [click here](#).



NEW FOR 2007!

A&E's 'BIOGRAPHY® OF THE YEAR ESSAY CONTEST' RENAMED **LIVES THAT MAKE A DIFFERENCE IN 2007**

Students in grades 5-12 may enter the 'Lives That make A Difference' essay contest by writing and submitting an original essay in 300 words or less on who they think made the greatest impact on Canadian society in 2007. Each entry must include the student's name, complete address, postal code, telephone number, age, grade, name of teacher, school, school address, and local cable system (if known). Send entries to: LIVES THAT MAKE A DIFFERENCE ESSAY CONTEST, c/o Temple Scott Associates, 250 The Esplanade, Suite 301, Toronto, Ontario M5A 1J2. Contest begins September 1, 2007 and ends November 1, 2007. Entries must be received no later than November 10, 2007.

Two winners from each grade level — 5th-8th grade and 9th-12th grade — will be selected.

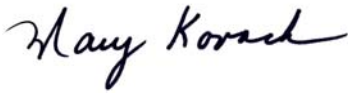
5th-8th Grade level**GRAND PRIZE (1):** Student: \$5,000 Cash Prize

- Department/Classroom of Teacher: \$1,000 Cash (Cdn.) for use in the classroom.
- School: A&E Television Networks Video Library. (includes 25" Color TV, DVD Player, and 2 Classic

sion. This week's issue of *Chalk Talk* has information about television programming that can contribute to learning in the classroom. Literacy has always played a major role in our lives. Similarly, in this age of media and information, learning to be [media literate](#) will help our young people become responsible viewers and benefit from television's best offerings.

CoEd Communications is dedicated to supporting the important work of teachers by providing resources on a range of topics for the classroom. We invite you to visit our website at 4edu.ca to view the many free teachers' resources on offer.

As always, we'd love to hear your thoughts about this week's issue or suggestions on topics for upcoming issues. You can write to us at maryk@coedcomm.com.



Mary Kovack

- School: A&E Television Networks Video Library. (Includes 25" Colour TV, DVD Player, and 3 Classic DVD Box Sets - Est. Retail Value: \$800 Cdn.)

FIRST PRIZE (1): Student: \$2,500 Cash Prize

- Department/Classroom of Teacher: \$1,000 Cash (Cdn.) for use in the classroom.
- School: A&E Television Networks Video Library. (Includes 25" Colour TV, DVD Player, and 3 Classic DVD Box Sets - Est. Retail Value: \$800 Cdn.)

9th-12th Grade level

GRAND PRIZE (1): Student: \$5,000 Cash Prize

- Department/Classroom of Teacher: \$1,000 Cash (Cdn.) for use in the classroom.
- School: A&E Television Networks Video Library. (Includes 25" Colour TV, DVD Player, and 3 Classic DVD Box Sets - Est. Retail Value: \$800 Cdn.)

FIRST PRIZE (1): Student: \$2,500 Cash Prize

- Department/Classroom of Teacher: \$1000 Cash (Cdn) for use in the classroom.
- School: A&E Television Networks Video Library. (Includes 25" Colour TV, DVD Player, and 3 Classic DVD Box Sets - Est. Retail Value: \$800 Cdn.)

Check the A&E Canadian Classroom website at www.aetv.com/class/canadianclass in the coming weeks for more details. [Note: Due to Provincial restrictions the contest is void in Quebec.]

[Source: [A&E Canada website](#)]

Quotes of the Week

"This instrument, television, it can entertain, it can inform, yes, and it can even inspire. But it all depends on the will of the humans who operate it. Otherwise it is just lights and wires in a box."

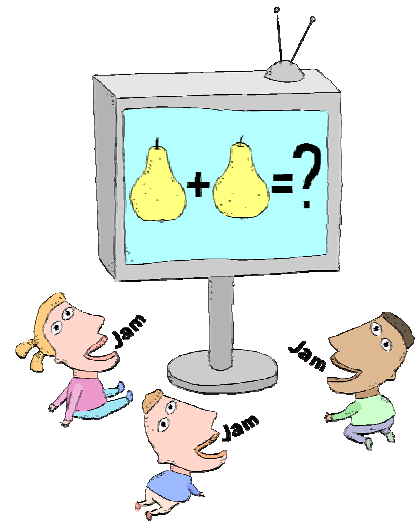
— Edward R. Murrow, Legendary American journalist

"Television brought the brutality of war into the comfort of the living room. Vietnam was lost in the living rooms of America, not on the battlefields of Vietnam."

— Marshall McLuhan, Canadian Media Scholar

"Television is simultaneously blamed, often by the same people, for worsening the world and for being powerless to change it."

— Clive James, Australian television critic and essayist, in his book, *'Glued To The Box'*



Facts & Figures — Memorable Television Moments



Buzz Aldrin on a moonwalk; 'The Eagle' Lunar Module in the background; Apollo 11 mission July 20 '69

- Paul Henderson's goal, Canada–Russia Summit —Sept. 28, 1972
- The Fall of the Berlin Wall —November 9, 1989
- John Dean Testifies, Watergate Hearings — June 25, 1973
- Tim Russert of NBC Tallies the Vote — November 7, 2000
- Oliver North Gets Sworn In, Iran-Contra Hearings — July 7, 1987
- Mark McGwire Hits #62 — September 8, 1998
- The Kennedy-Nixon Debate — September 26, 1960
- The Fall of Saigon — April 29, 1975
- Hank Aaron Breaks Babe Ruth's Record — April 8, 1974
- Nadia Comaneci's Perfect 10 at the Olympics — July 18, 1976
- Nixon Resigns — August 8, 1974
- Olympic Tragedy in Munich — September 5, 1972
- Princess Diana's Funeral — September 6, 1997
- The Royal Wedding — July 29, 1981
- Jack Ruby Shoots Lee Harvey Oswald — November 24, 1963
- Tiananmen Square: Man vs. Tank — June 5, 1989
- The Beatles on The Ed Sullivan Show — February 9, 1964
- Martin Luther King's 'I Have a Dream' speech—Aug. 28, 1963
- The Challenger Disaster — January 28, 1986
- Landing on the Moon — July 20, 1969
- Terror Attacks — September 11, 2001

News

[Universities face baby bust](#) – Colin Perkel, Canadian Press, TheStar.com, January 21, 2007

Canadian universities, bulging at the seams with students and worried about finding faculty to teach them, could find themselves with the opposite problem in a few years, says a noted demography expert: empty classes and a glut of professors. And it won't be as a result of generous government funding or clever public policy, demographer and author David Foot told a conference of Ontario university faculty members. Strong enrolment numbers at Canadian universities of late have been largely driven by the children of baby boomers, that massive cohort born after the Second World War but before the use of the birth control pill became widespread. That "echo generation" has been moving into the university system in recent years, but will soon be moving out of it, said Foot, a professor of economics at the University of Toronto and author of the popular Boom, Bust and Echo books.

[Cost of education 'a barrier': Solberg](#) – Richard Brennan, Ottawa Bureau, TheStar.com, January 16, 2007

Canada's new human resources minister, Monte Solberg, says Canadians are being denied a post-secondary education because they can't afford it. "Some people in Canada are still finding it challenging to get an education and pay for it," Solberg said yesterday in his first speech since being named to the new portfolio earlier this month. Speaking to a conference on post-secondary education in Gatineau, Que., Solberg said aboriginal Canadians in particular are underrepresented at colleges and universities. "Over the last decade, tuition fees and student debt loads have risen dramatically," Solberg said. "Too many families are finding cost a barrier to post-secondary education. "We are hoping to break down financial barriers to securing a post-secondary education, opening doors for students and helping families build a better future."

[Stay in school, live longer](#) -- *National Post*, canada.com, January 08, 2007

Education is the key to getting a good job, making a decent income and living a life free from material want. This much you know. But it turns out that education is also strongly associated with health and longevity. Stay in school longer and, on average, you will stick around on this mortal plane longer, too.

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