

# The TV & Me Program

## A Free Canadian Educational Tool

Media and technology play a significant role in the lives of Canadian children today. On average they spend 16 hours a week watching television and almost 6.5 hours a day engaged in some form of multi-tasking media activity (i.e. surfing the Internet while watching TV or playing video games). It's no wonder that keeping pace with advances in technology and influential messages in the media has become a primary concern for Canadian administrators and educators.

## The Challenges of Media Literacy

Whether it's television, newspapers, magazines, films, or the Internet, the media are an integral part of children's lives, for entertainment, information, and education. Media literacy is educating children to better interpret, cope with and understand the media by providing them with tools to learn how to "watch carefully, think critically, and navigate safely".

Now that media literacy is mandated in curricula across the country, the challenge for teachers is not only to understand what media literacy education entails, but also to find resources to teach it.

## Free Easy-to-Use Resources and Workshops

With that in mind, Concerned Children's Advertisers, in partnership with Corus Entertainment, has created TV&ME, a one-of-a-kind Canadian media literacy program that is creating over 789,300 opportunities for Canadian children to learn media and life skills.

Written by a Canadian educator and parent, TV&ME is a national bilingual skills-based program that draws on the notion of positive prevention to tackle such life issues as self-esteem, peer pressure, substance abuse, and bullying, while teaching kids about the fundamentals of media literacy.

## Applauded by Canadian Educators

The TV&ME program is endorsed by the Canadian Teachers' Federation, Canadian Association of Principals, Canadian Association of Media Education Organizations and the Canadian Home and School Federation.

From Adrienne Clarkson Elementary School in Ottawa, Ontario, Jason Ross is one teacher who understands the importance of teaching media literacy, but knows that "ready made resources are hard to come by."

Jason has been using the TV&ME program in his classroom for the last five years and says, "TV&ME is straight forward and laid out in easy-to-use teaching units. Any teacher can go into the classroom tomorrow and use it."

TV&ME naturally integrates Language, Social and Environmental Studies, and the Arts with highly motivating lesson plans that bring discussions about real life and media into the classroom.

## A Bridge to Parents

The TV&ME program also includes free resources and workshops for parents, available at [www.cca-kids.ca/tvandme](http://www.cca-kids.ca/tvandme) that address media literacy, bullying, peer pressure, substance abuse, self-esteem and active living. By referring to TV&ME For Parents, teachers can further their relationship with their students' parents.

Jason adds, "It's great knowing that what you're teaching in the classroom is being reinforced at home."

## Keeping Pace with Today's Kids

Kids today grow up quickly and are exposed to media and life challenges at increasingly younger ages. So when time is precious and educational resources are scarce it's nice to know that TV&ME lesson plans and customized workshops are available to help teachers keep pace.

For more information or to arrange a free TV&ME keynote, plenary or workshop on media literacy and/or healthy life coping skills education in your school community, contact Linda Millar, Director of Education at (613) 833-3205 or e-mail her at [ibmillar@magma.ca](mailto:ibmillar@magma.ca).



## TV&ME: Helping You Make PD Days What They Stand For

With teachers addressing new media and life challenges in the classroom every day, professional development is now more important than ever. The difficulty is to find current and affordable Canadian resources and training that are both practical and aligned with provincial curricula.

TV&ME is an educational program written by a Canadian educator and parent that provides teachers with free workshops and practical resources to help children become media and life wise.

Whether it focuses on curriculum expectations related to media literacy or life issues such as bullying, peer pressure, substance abuse, self-esteem or children's physical activity, TV&ME workshops can be customized to suit your program and development needs.

To arrange for a free TV&ME keynote, plenary or workshop, please contact Linda Millar at 613-833-3205 or email Linda at [ibmillar@magma.ca](mailto:ibmillar@magma.ca).

To find out more about TV&ME or to download TV&ME lesson plans, visit [www.cca-kids.ca/tvandme](http://www.cca-kids.ca/tvandme).

TV&ME is a program of Concerned Children's Advertisers, in partnership with Corus Entertainment Inc.



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*TV&ME – Giving Canadian Children Tools to be Media and Life Wise*