



# VIDEO PLACEMENT REVIEW

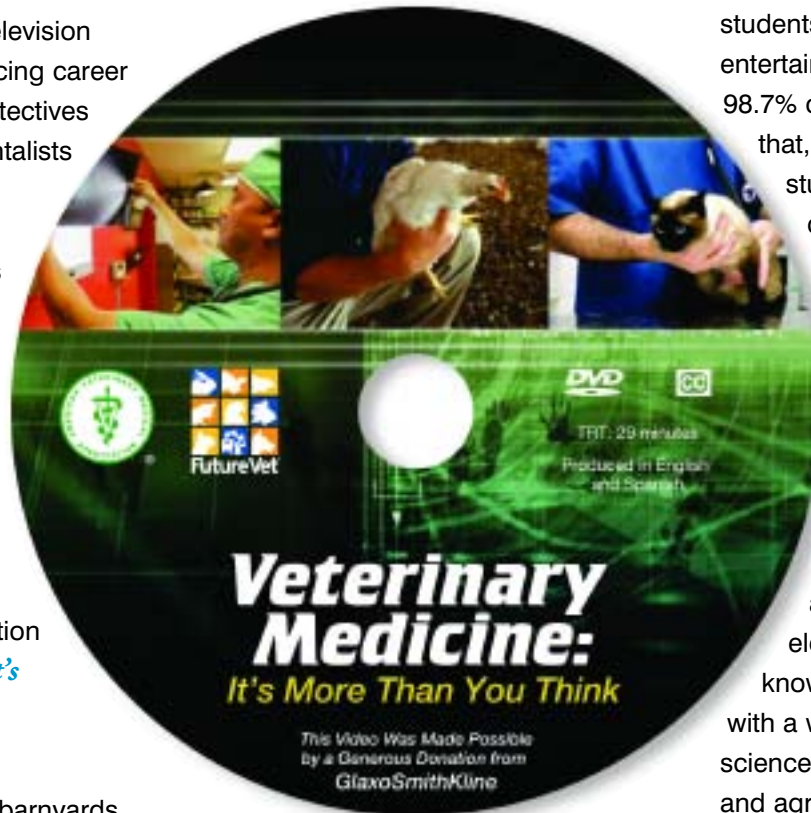
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## Three New Titles For The New School Year

### *Veterinary Medicine: Bringing Science and Technology into Everyday Life*

Let's face it: Today's television programs are influencing career choices. From the detectives on "CSI" to the environmentalists on "Animal Planet" to the medical professionals on "Grey's Anatomy"...today's students see and want careers that will offer them adventure, mystery, challenges and prestige. If fulfilling all those requirements has you in a quandary, then a new DVD from the American Veterinary Medical Association – *Veterinary Medicine: It's More Than You Think* – might just be the answer.

From zoos and marinas to barnyards and from biomedical research to space travel, veterinary medicine provides students with a wide variety of exciting career opportunities. This program provides down-to-earth advice from practicing deans of veterinary colleges on how to get into veterinary school. Current veterinary students offer words of advice on life as a veterinary student. The closed-captioned DVD, produced in English and Spanish, reflects a wide range of diversity, interest areas and opportunities. Among the subjects included are food supply veterinary medicine and public health veterinary



medicine. Both of these fields are experiencing shortages and may offer financial aid to students who pursue these career areas.

This is not the first time that the AVMA has produced an exciting yet practical classroom career tool. AVMA's *Dedicated to Service* enjoyed tremendous popularity from its release in January 2004 through early 2007. During that time, the video was distributed to more than 15,000 U.S. schools and viewed by an estimated 5.4 million students. Teachers and

students alike found the video entertaining and informative. A full 98.7% of educators surveyed indicated that, after seeing the program, their students better understood why a career in veterinary medicine is worthwhile and rewarding.

Building on this success, the new 29-minute DVD engages students in an exploration of the scope of what veterinarians do through the use of testimonials, animal sequences, fast-paced video and pop quizzes. These elements challenge student knowledge and provide teachers with a wide swath of material for science, English, math, social studies, and agriculture lessons. Targeted for grades 6-12 and into college, the DVD encourages students to think about a future in veterinary medicine and determine if they possess the personal attributes that can make it a satisfying and fulfilling career.

**To order this free DVD and accompanying materials, please [click here](#).**

*More new titles on the next page!*

Continued

## Three New Titles for The New School Year

### *The Fed Today ...from the Federal Reserve Bank of Chicago*

*Available only to schools in Illinois, Iowa, Indiana, Michigan & Wisconsin*

Introduce your middle and high school students to the United States Federal Reserve System. Narrated by CBS network radio and television journalist Charles Osgood, this 13-minute video (on DVD) covers the Fed's history from its creation in 1913 to the technological innovations of 21st century banking. It explores the structure of the Fed as well as monetary policy, banking supervision, financial services, and much more. Accompanying *The Fed Today* is a comprehensive teacher's guide that contains six detailed lessons as well as

a glossary of terms, a Federal Reserve System map, and information on additional Federal Reserve websites. Each lesson includes an overview, student objectives, time and materials needed, advance preparation, step-by-step procedures, and suggested extension activities. Masters for visual presentation and student handouts are also included.

Most educators agree that the story of the evolution of money and banking in the U.S. includes many important historical events that have been crucial to our nation's development. The

creation of the Federal Reserve System was one of the most significant economic events in the history of the United States, and its impact on our economy continues to be part of our daily lives. Whether you teach business/economics, family/consumer sciences, history, math or social studies, *The Fed Today* will provide your students with a real-world understanding of how the Fed functions to keep our economy strong and stable.

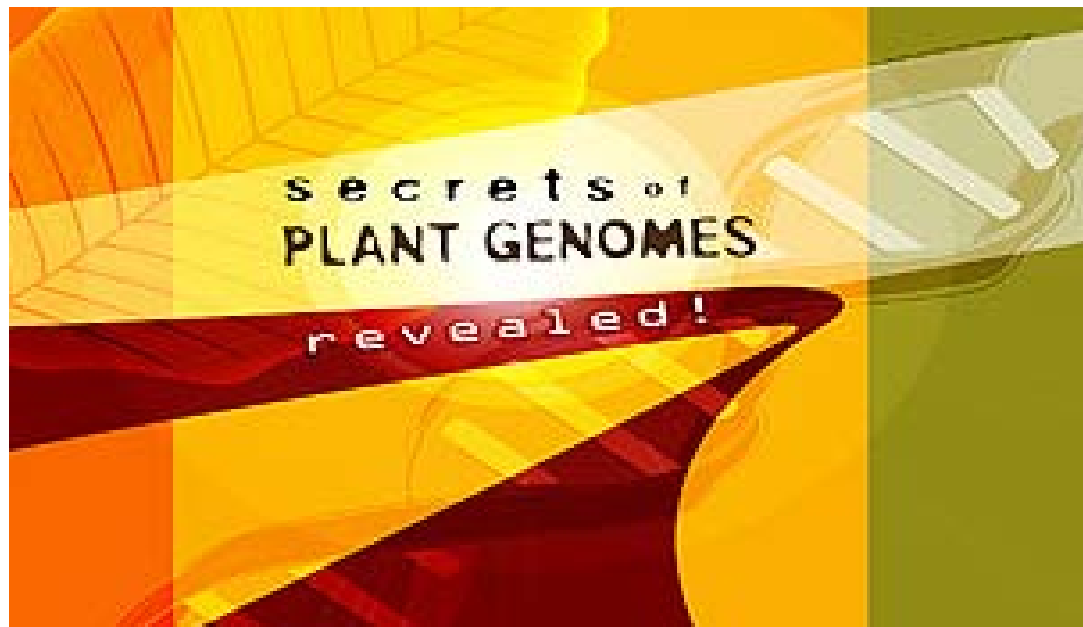
To order this free DVD and accompanying materials, [please click here.](#)

### *From the National Science Foundation, a new program for grades 6 through 12!*

Plant genome research is already revolutionizing the field of biology. Right now, scientists are unlocking the secrets of three of the most important plants in our lives: corn, cotton, and potatoes.

*Secrets of Plant Genomes: Revealed!* takes students on a lively, upbeat journey that explores how these plants got to be the way they are and investigates how we can make better use of them in the future.

Plant scientists are hard at work – on the bench, in the field, and at the computer – to increase our understanding of nature. Available to junior high and high school teachers of science and technology, *Secrets of Plant Genomes: Revealed!* makes the



study of plants exciting and relevant to students by showing them how learning more about plants can improve our everyday lives.

To order this free DVD, [click here.](#)

Teacher resources (including correlations with science standards) and a more in-depth look at genomics,

plant breeding, and bioinformatics will be available on a companion website.

Please check the catalog listing for this program at [www.vpw.com/educational](http://www.vpw.com/educational) for updated information as well as to order.

# Shakespeare Program Still Available for Your Classroom

*Over 34,000 free teacher toolkits distributed in four years*

William Shakespeare wrote not only for a wealthy and educated few in his own day, but for audiences from all walks of life, for all time. So it seems fitting that some 400 years later, his work is enjoying fresh, new relevance beyond the stage – *inside the typical American classroom.*

*Shakespeare for a New Generation*, part of the National Endowment for the Arts' *Shakespeare in American Communities* initiative, uses Shakespeare's masterpieces to introduce youth to the power of live theater and the wonders of the English language. Since its 2003 launch, the program has provided grants to theater companies nationwide to present the largest professional tour of Shakespeare plays in U.S. history. Thirty-five theater companies in 28 states will participate in the 2007-08 program that begins this fall. [Click here to see if a company in your area is one of the participants.](#)

"I am proud that for a fourth year *Shakespeare for a New Generation* will provide students around the country the experience of live theater," says NEA Chairman Dana Gioia. "But this program's reach extends beyond the theater to the classroom with dynamic workshops for students and superb educational materials."

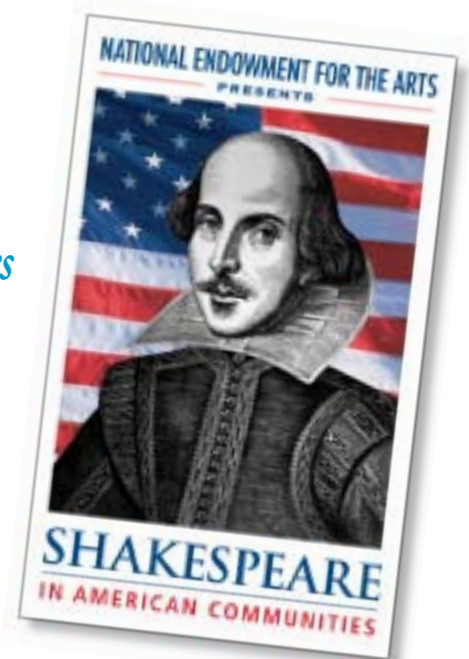
The educational materials Mr. Gioia refers to are not only superb, they're available **FREE OF CHARGE** to qualified teachers thanks to a successful, ongoing partnership between NEA and **Video Placement Worldwide (VPW)**. "We at VPW are honored to work with the NEA, the sponsor of these high-quality educational materials. It is our joint mission to bring the

arts to ALL students including those in rural areas and inner cities," comments VPW President Chris Kater. "Middle and high school teachers of English/language arts, social studies, history and drama need only [click here](#) to request their free set of materials."

Of course, Shakespeare's attraction is a given for budding drama enthusiasts. What is perhaps more impressive is the program's impact upon mainstream middle and high school students across the country – students who, as an Alabama teacher put it, "are not firmly in Shakespeare's camp."

The *Shakespeare in American Communities* Teacher Resource Packet includes a teacher's manual with lesson plans, "Fun with Shakespeare" brochure with word games, recitation contest guide, timeline poster, audio CD, educational video, and an inspirational DVD. The DVD – added since the distribution of the original teacher toolkit – is particularly excellent, featuring a colorful combination of movie excerpts, stage performances and insights from well-known actors who have played Shakespearean roles. The entire toolkit is designed to meet the challenge of engaging the tough teenage audience – and according to educators who have put the material to test, it's *mission accomplished!*

"I ordered the program for our English teacher; we previewed it together and decided how to use it. Both teachers and students like the way the quotes from students and professional actors were mixed [together]. Each segment was short enough to keep students' attention," says Linda Tillman of St. Cloud Children's Home in St. Cloud, Minnesota.



"Fabulous!" raves Rebecca Hale, Ph.D., an educator at Riverdale High School in Jefferson, Louisiana. "[The program] made Shakespeare come alive for the students."

"I used [the program] at the beginning of our unit on 'A Midsummer Night's Dream' to energize the students and hook their interest," adds Patrick J. McGraw of St. George's Independent School in Collierville, Tennessee. "It did a great job on both counts – thank you."

"I enjoyed the viewing very much and believe that most of my students benefited from the material. It was presented clearly and in an orderly manner that made sense to the students, even those not firmly in Shakespeare's camp," concludes Carol May of Alma Bryant High School in Irvington, Alabama.

Free *Shakespeare in American Communities* Teacher Resource Packets are available to middle school, high school and college teachers of arts, drama, English, history or social studies. To learn more about the *Shakespeare in American Communities* initiative, visit [www.shakespeareinamericancommunities.org](http://www.shakespeareinamericancommunities.org). To bring the beauty of the Bard's language and cross-curricular applications of his work into your classroom, [click here to order your free Teacher Resource Kit.](#)

*VPW often receives comments from teachers about their use of our programs in their classrooms. Here are just a few that we have received this past school year.*

“Since I teach in a rural community, the *Rabies* video is useful as it shows my students what rabies does. It is very helpful when we read the book, *Old Yeller*. It helps students to understand why [rabies] was so important to the story and why Old Yeller acted like he did when it wasn't in his nature to do so. Thanks.”

Wendi Lewis  
Washington Elementary School  
Clinton, Oklahoma

“I use the VPW video, *Considering Your Options – Information on abstinence and contraceptive choices* for teenagers in my biology classes. It provides good background information on the subject. I then discuss each birth control option and have them create a chart that organizes each method as behavioral, physical or chemical. Next they create a brochure choosing three methods (one from each

category), stating how each works to interfere with conception, why they would have to use them at a specific time and the effectiveness rate.”

Lynda Kiesler  
Albert Lea High School  
Albert Lea, Minnesota

“As a school district library/media specialist, I send a notice to all of the staff in the district when we receive new items in the media center. I encourage the use of resources in areas beyond what they may have been designed for. We recently used the *NEA Jazz in the Schools* DVD kit for middle school art classes. The students learn that art includes not just painting and drawing; it also includes music and design. While learning the history of jazz and about the music itself, the students learned valuable art lessons.”

Aaron T. Boone  
Sturgeon School District R5  
Sturgeon, Missouri

## Programs Still Available This School Year

### *Considering Your Options: Information on abstinence and contraceptive choices for teenagers*

This video, while stressing abstinence, provides information about several contraceptive options. The program includes conversations with teens discussing their choices as well as their concerns about sexual activity; it also exposes many of the “Big Myths” that are the source of the most common misinformation among teens. Sponsored by Church & Dwight, Inc., and produced in cooperation with the National Education Association (NEA) Health Information Network, this program is available for grades 6 through 12.

**Available on VHS or DVD.**

### *Be Sensible: Don't Drive Yourself To Distraction – Second Edition*

This driving safety program, from AT&T, will help teen and novice drivers better manage the many distractions they face behind the wheel – including wireless

devices, eating, and playing CDs. The video contains real-life stories from teens who have directly experienced the consequences of being distracted while driving. The video is shot and edited in an “MTV style” so that it is visually on target with the teen audience and offers teens specific suggestions on how to avoid common distractions. This classroom unit urges teens not to use wireless devices while driving and includes a teacher's guide with classroom exercises and a classroom poster. Available for grades 7 through college.

*Next Generation: Insuring Your Future: Second Edition* is sponsored by the Life and Health Insurance Foundation for Education (LIFE). This teen-to-teen documentary-style video defines the role of a “financial plan” while teaching the fundamentals of life, health and disability income insurance. This program also helps students understand that a financial

plan and insurance to protect it are an important part of their planning for the future. Supporting the program are an educator's guide, classroom poster, and thirty copies of a four-color, 12-page student workbook entitled “Risky Business,” which gives additional information to students about how insurance works and how to apply that knowledge to their own needs. Available for grades 6 through college.

### *Netherlands Cultural Overview*

From the Royal Embassy of the Netherlands, this program will introduce your students to Dutch people, customs, art, culture and landscape. This video has several segments, allowing you and your class to study in depth about life in the Netherlands. Available for grades 6 through college.

[Click here to order any of these free programs.](#)