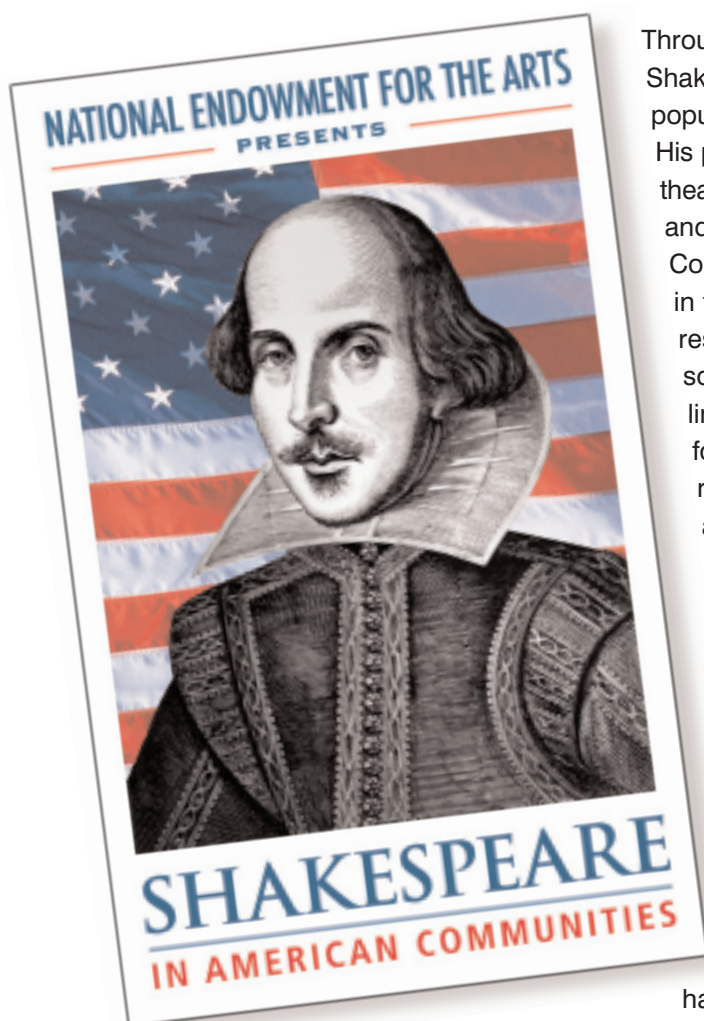


# VIDEO PLACEMENT REVIEW

Updates and information for your use with the videos you receive from Video Placement Worldwide

## National Endowment for the Arts Continues the Tradition of Touring Shakespeare Companies



In a saloon-turned-theater in a 19th-century mining town, an audience of grizzled miners, saloon keepers, a few women and children, and some shopkeepers noisily wait to see a play. Not just any play... a Shakespearean play performed by one of the many touring companies that criss-crossed the Old West to entertain miners, ranchers, cowboys and others who were hungry for some culture in their lives.

Throughout the 19th century, Shakespeare was the most popular playwright in America. His plays were produced in theaters, saloons, churches and hotels, from big East Coast cities to mining camps in the West. His plays resonated across broad socioeconomic and ethnic lines with audiences who found his themes to represent their own trials and tribulations.

"Shakespearean theater groups are part of American cultural history," says Victoria Hutter, communications specialist for the National Endowment for the Arts (NEA). "The NEA wanted to reinvigorate that tradition.

Shakespeare's works had an extensive cultural and social influence on American life," she added. "In fact, historians have found that pioneer families usually had two books in their homes: the Bible and the *Collected Works of Shakespeare*."

The late Michael Hammond, NEA chairman in 2002, laid the groundwork to continue that tradition. Upon his death, the acting chair continued his work, and it has been brought to fruition by the current chairman, Dana Gioia.

Along with partners Arts Midwest and The Sallie Mae Fund, the NEA has developed [Shakespeare in American Communities](#), the largest tour of Shakespeare in our nation's history. This program fits with the NEA's mission to promote artistic excellence to the broadest possible audience. Six theater companies are now touring four plays to more than 100 small and mid-size communities through October 2004.

Along with the plays, a Teacher's Resource Packet is being distributed, free of charge, to high school teachers and students. Teachers may order the packet even if a play is not scheduled for their community. The packet includes an educational video, *Shakespeare In Our Time*, about Shakespeare and his influence on modern culture, an audio CD called *Teaching Shakespeare*, a teacher's guide with lesson plans on the life of Shakespeare and on Elizabethan theater, a *Recitation Contest* booklet, a *Fun with Shakespeare* brochure describing various activities, and a timeline poster of Shakespeare's plays.

[Play Performance Schedule](#)

[Order your copy of the Teacher's Resource Packet](#)

# Social Studies Teachers and Career Counselors: Check Out These Three New Programs

Three new programs are now available for spring 2004 shipment. Two cover important historical events, while the third focuses on careers in veterinary medicine.

**Fight for Freedom**, sponsored by the African American Civil War Memorial, is the inspiring story of African American Civil War soldiers. The "War Between the States" took a heavy toll on both Confederate and Union forces. On January 1, 1863, President Abraham Lincoln issued a preliminary proclamation that allowed some 200,000 "colored" troops to enlist and replenish the Union Army. This was not a popular decision for the Union generals and United States Congress, but these soldiers fought bravely for their own freedom. This 35-minute video is available for grades 9-12. Quantities are limited.

[Order this video](#)

**The Nobel Prize: 100 Years of Creativity and Innovation** is an interactive CD-ROM for grades 6-12 being offered by the Smithsonian Institution, National Museum of American History, Lemelson Center for the Study of Invention and Innovation. The CD-ROM features historical background on Alfred Nobel, video interviews with laureates, related classroom activities that highlight their work, a game show hosted by Nobel laureate "Albert Einstein" and a searchable index of laureates. Quantities are limited.

[Order this program](#)

**Dedicated to Service: A Career in Veterinary Medicine** is a brand-new video from the American Veterinary Medical Association for grades 7-college. Many people think veterinarians only care for household pets or farm animals, but

this 23-minute program acquaints students with the veterinary medical profession and its vast array of employment opportunities. These include private and corporate clinical practice, teaching, research, regulatory medicine, public health and military service.

The latter part of the video focuses on what students need to do to pursue a career in veterinary medicine. Information provided includes pre-veterinary and veterinary coursework, admission to veterinary school, personal attributes that make a successful veterinarian and testimonials from current veterinary students and professionals.

[Order this video](#)

## We Get Letters!

As a West Virginia Science Teacher of the Year, these videos have been an excellent source of information. Many of my classes are based on the information provided in these packets. My children have greatly benefited from your videos.

Verna Presley  
East Park Elementary  
Fairmont, WV

The quality of the videos has been outstanding in content and production. The materials are appropriate for target audiences and standards/objectives have generally been clearly articulated.

Your newsletters have consistently been informative as well as timely, direct and convenient. Video Placement Worldwide serves a valuable purpose in maintaining and strengthening the link between business/science/service communities and those of us involved in direct instruction.

Robin Richter  
1996 Milken Educator  
Ponderosa School  
Billings, MT

This is an extremely valuable service. Every educator should be enrolled.

Particularly in these times of reduced financial resources, this is an important part of my classes. Thanks for the current and up-to-date videos, which are better than many commercially available ones. I tell all of my colleagues of this excellent resource. Keep up the good work.

Bruce Haan  
Industrial Technology  
Instructor  
Melrose Public Schools  
Melrose, MN

# TeacherTips<sup>SM</sup>

## for Teaching Personal Money Management and Financial Planning

Teachers across the country have sent us their TeacherTips on how they use two of our most popular video-based programs, *Master Your Future* and *Next Generation: Insuring Your Future*. These tips are so good, we want to share them with you.

*From Bobbie Lison, Consumer Credit Counselor at Catholic Charities, Green Bay, WI*

We provide budget counseling and financial literacy programs for a variety of age groups within the community. Recently, we developed a badge clinic for the Boy Scouts merit badge, "Personal Management." This is an Eagle-level badge and is quite extensive in what it covers.

The boys were of late middle school and early high school age. I created a workbook based on the requirements that needed to be covered and developed a personal budgeting kit as well. I also brought in a guest speaker from a local credit union to talk about the aspects of financial institutions.

Because of these videos and the workshop, 13 Scouts earned their Personal Management badge in our first annual Merit Badge clinic. The fact that the videos featured young people the students could relate to made the program more effective than just another adult speaker.

***Master Your Future was a real eye-opener for the guys and Next Generation really covered all the insurance types much better than I could.***

. . .

*From Dr. Sheri Carder, Business Professor, Lake City Community College, Lake City, FL*

My team of Students in Free Enterprise (SIFE) at the college goes into high

schools to present the *Master Your Future* video program.

The segment on budgeting centers around one of the most salient events in a teenager's life – the prom. The video offers students two choices to avoid debt: getting a job to earn more money, or learning to spend less. My college students bring in samples of gowns, tuxedos and corsages. We discuss price and alternatives from the various merchants in our area, as well as other expenses such as flowers, tickets, etc.

We were amazed that our local female high school students expected to spend close to \$1,000 for the prom. However, these same students who attend our program begin to seriously rethink their budgets.

. . .

*From Linda Locklear, DHS Regional School – Ocean Campus, Toms River, NJ*

I teach students 11-17 who have mental health issues and a variety of learning levels, from gifted to very delayed. My teaching partner and I used *Master Your Future* and *Next Generation* to teach them about budgeting, check writing, banking and insurance as part of a summer math curriculum we named "Reality Math."

We gave each student a \$25,000-a-year job and paid them each Friday. We also made them grocery shop from supermarket circulars, rent an apartment and buy a car from classified ads, get quotes for car insurance and make weekly payments. Each week they would also have to pick from a hat a "surprise" expense, i.e. root canal or birthday present, to add to their accounts.

The students found that \$25,000 a year is not as much as it sounds.

*From Connie Woody, FACS teacher, Dillard Drive Middle School, Raleigh, NC*

I used *Master Your Future* with my 8th grade FACS elective, "Exploring Life Skills." I created worksheets for check writing, to explain credit and credit ratings and how much credit costs. Students are really surprised at how long it takes to pay off school clothes. I make further connections by pointing out that the clothes may no longer be in style when they finally finish paying them off.

***Master Your Future makes teaching financial responsibility easier for the teacher and more meaningful for the student.***

. . .

*From Jolene Heiser, Gifted/Drama teacher, Bailey Middle School, Pensacola, FL*

I use the *Master Your Future* video with my 6th, 7th and 8th grade gifted students in conjunction with a simulation game to create a unit called "Personal Finance." Students view the video and work through the activities. We then play a three-week simulation game in which groups of four students team up to create an "identity" that they must take through an entire lifetime of finances.

Students manage a checking account, pay bills, use laminated fake credit cards for emergency charges, buy a vehicle, and apply for a job. They also learn about buying a home, mortgages, health plans and even retirement plans.

After the simulation is completed, their evaluation is based on their identity's total net worth and on the kind of budgeting decisions they make.

# Don't Miss Out on These Great Videos!

It's not too late! There are still limited quantities of several popular titles available, including many award winners. See TeacherTips<sup>SM</sup> in this issue for exciting new ways to use some of these videos. Two asterisks (\*\*) before the title indicate that supplemental materials, such as a teacher's guide, accompany the program.

**A Journey Through Our Eyes** is an interactive CD-ROM educational program about eye care and eye safety. Produced by the *American Optometric Association* for grades 4-7, this program encourages independent research, critical thinking, reading and written and verbal communication.

**\*\*Be Sensible: Don't Drive Yourself To Distraction** from *Cingular Wireless*, 9 minutes, grades 9 - college. Talks to teens in their language about the challenges posed by various driving distractions and how to overcome them. This program has either been mandated or endorsed for use in all state-run driver education classes in AL, GA, IN, KS, MD, ME, MS, NJ, NY, OH and VA.

**\*\*Breaking the Code** from the *National Science Foundation*, 11 minutes, grades 9 - college. Describes the Arabidopsis Thaliana Multinational Genome Research Project and its goal of seeking solutions to the problems of food crop production in climates that are not suitable for traditional crop growth.

**\*\*Considering Your Options – Information on Abstinence and Contraceptive Choices for Teenagers** from *ARMKEL, LLC, in cooperation with the National Education Association (NEA) Health Information Network*, 20 minutes, grades 7- 12. The video combines animated segments with real teens discussing their choices and concerns about sexual activity and various birth control methods.

**\*\*Master Your Future - Second Edition** from *MasterCard International*, 23 minutes, grades 7- college. This program helps students develop good money management habits and the financial skills critical to their future. It features teens telling of their real-life money management experiences.

**\*\*Next Generation: Insuring Your Future - Second Edition** from the *Life and Health Insurance Foundation for Education (LIFE)*, 22 minutes, grades 9-12. Teens learn that a financial plan and insurance to protect it are an important part of planning for their future.

The *Next Generation* video and guide give students a common-sense approach to understanding the realities and necessity of insurance.

Jean Kirk  
Hanover High School  
Cedar Lake, IN

*Master Your Future* and *Next Generation* provide knowledge and lifelong wisdom for seniors as they anticipate being out on their own. Most of this information is not covered in academic classes.

Joy Steele  
Tussey Mountain  
School  
Saxton, PA

**Rabies** from the *American Veterinary Medical Association*, 11 minutes, grades 4 - adult, gives students an up-to-date look at how rabies is spread and how to keep themselves safe from the disease. It is also appropriate for public libraries, health centers, hospitals and clinics.

You may fax your request on school letterhead to 1-800-358-5218 or click on the link below to order online.

[Review and order these titles](#)



## Share the Wealth! Print And Post The VPW Flyer

Help your fellow teachers learn about the FREE educational videos and materials available from VPW.

Simply print out the VPW poster by clicking below and display it in your teachers' lounge, office and other faculty locations. You may print and post as many as you wish.

[Access poster](#)