



**cable in the  
classroom**  
Kids. Cable. Learning.

**Connections**  
March 2009

*Connections is a publication brought to you by Time Warner Cable, Kansas City.*

*Working with your community and for your community—bringing schools the most up to date information in educational programming & technology.*



To read complete articles and this month's CIC program schedule, check out each issue of *Cable in the Classroom* and *Threshold* magazines online at [www.ciconline.org](http://www.ciconline.org).

### Subscriptions

You can also [subscribe to the print edition](#) of *Cable in the Classroom Magazine*, delivered monthly, 11 times per year (11 issues) for \$28.95 per year.

## Innovative Uses for Technology in the Classroom

### [Animals to Activists](#)

Animal Planet host Jeff Corwin encourages nature lessons with a larger purpose.

### [Seeing Isn't Always Believing](#)

Online information is so accessible that many people believe whatever they read.

### [Rhyme & Reason](#)

**Broadband Tools:** Students can learn about Dr. Seuss and the wonderful world of

### [Creating Today's Tech Leaders](#)

In these Web 2.0 times, technology expertise may come from principals, fellow

## DIGITAL CLASSROOM CONTEST

Every teacher would love to have the latest classroom technology at her disposal, but that wish can be a tall order in tough economic times. That's all the more reason to enter the seventh annual "Win a Wireless Lab" contest sponsored by Discovery Education and CDW Government, Inc. (CDW-G).

The program offers K-12 schools a chance to win \$50,000 worth of equipment, including laptops, interactive whiteboards, digital cameras, and other technology, plus professional development to put it all to work. Twenty schools will be chosen, and five grand-prize winners also will receive \$5,000 digital media grants from Discovery Education.

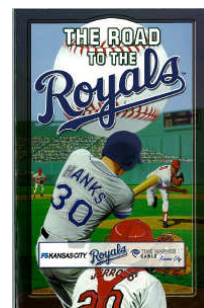
Entry deadline is May 1; winners will be announced in July. *For rules and more information, visit [www.discoveryeducation.com/cdwg](http://www.discoveryeducation.com/cdwg).*



## FSN All Stars Reading Challenge—Grades 3-6

In partnership with Fox Sports News and the Kansas City Royals, TWCKC is offering free books to students who complete the *FSN All Stars Reading Challenge*. The free book, shown on right, is a short novel about a Kansas City student who tries out for the Royals baseball team.

This offer is reserved to the first few teachers who respond, as we have a limited number of books available. Contact our office (below) if you would like to participate.



### Questions, comments or information to share?

#### Contact:

Time Warner Cable, 6550 Winchester Ave., KC, MO 64133  
Joyce Peters, Community Relations Specialist, 816-222-5710  
[joyce.peters@twcable.com](mailto:joyce.peters@twcable.com)

*Cable in the Classroom and Time Warner Cable—Working together to improve teaching and learning*

## March is Women's History Month

Resources are available on Lifetime, CNN, History, Biography, and other networks, as well as on network and other websites. Check *Cable in the Classroom Magazine*, [www.ciconline.org](http://www.ciconline.org) for listings and more information.

### Women of Substance

This month students can explore women's history in an easy and enjoyable way by visiting Biography's on-line Women's History Videos collection, which features a series of interviews with poet Maya Angelou. Twenty video clips turn a dual lens on women's history, as Angelou discusses her upbringing and events that affected her life while providing her take on other famous and influential females. In a discussion of her roots, Angelou describes the small Arkansas town in which she was raised, which was filled with such poverty that the residents felt no change during the economic depression of the 1930s. From such a bleak starting place, Angelou lifted herself up



to become an award-winning author, poet, actress, journalist, civil rights activist, and teacher.

While her own life's trajectory would be inspiration enough, Angelou also provides insight into the accomplishments of other women throughout her lifetime. She reflects on the women's movement as a whole, remembers the different impacts of Rosa Parks and Marilyn Monroe, and discusses her admiration for Jacqueline Kennedy, who she claims had the pizzazz to publicly invent herself in an era during which many women, such as Mamie Eisenhower and Patricia Nixon, were invented by their social circumstances.

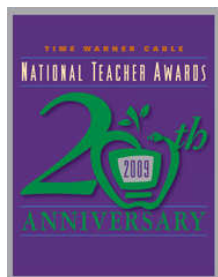
**Women's History Videos**, [www.biography.com/broadband/main.do?category=Women's+History](http://www.biography.com/broadband/main.do?category=Women's+History)

## Call for Entries - Mid-America High School Student Television Awards

April 1st is the deadline for student entries for the Mid-America Emmy Awards.

This year's categories include news, cultural affairs, documentary, sports, public affairs/community service and narrative. The craft categories include editing, photography/videography, and writing.

Completed entries must be on DVD format. Visit [www.emmymid-america.org](http://www.emmymid-america.org) for additional rules and information.

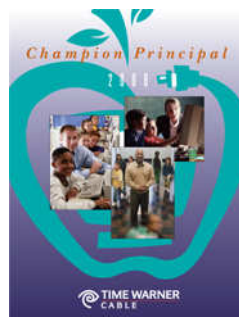


### 2009 National Teacher Awards and Champion Principal Award

**15 teachers will win an all-expenses-paid trip for two to Washington, D.C., for the gala celebration, \$2,000 cash for each winning project, a \$3,000 school technology**

**grant and a Crystal Apple sculpture. One principal will also receive the trip for two to Washington, D.C., and \$5000 for classroom technology enhancement.**

**Apply now. Applications are still being accepted until March 27, 2009. [www.timewarnercable.com/NationalTeacherAwards](http://www.timewarnercable.com/NationalTeacherAwards)**



MediaSmart

### Internet Safety Spot Features SMSD Student

Our thanks to local actress Laura Kaufman, a student in the Shawnee Mission School District, for her cooperation and starring role in our 2008 Internet safety commercial.

The 30-second spot has been running on local cable channels for several months, and is now available on our web site, along with a short survey question: [Should parents be included as a 'friend' on their child's online networking site?](#)

View the spot and answer the survey at: [KConDemand.com/KidsAndTeens](http://KConDemand.com/KidsAndTeens)  
To link to the spot, call 816-222-5710.

**FREE RESOURCES** are a terrible thing to waste—please take full advantage of all that is available from CIC and the 40 networks providing programming and lesson plans for a wide variety of subjects.

**REMEMBER:** Time Warner Cable is also available to provide free presentations on Cable in the Classroom resources at your next in-service training. Presentations for parents on Media Smart Families (concerning Internet safety, media literacy and parental controls) are also available. Call Joyce Peters, 816-222-5710.