



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

Connections

December 2008

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.



Media Resources for All Learners

The Pursuit of Excellence

Cheryl Seals won't stop until all students in her Florida district are working to their potential. For Cheryl Seals, the mission is personal. "When my child was retained in third grade, I thought, 'What's going on?'" says Seals, winner of a 2008 Cable's Leaders in Learning Award. "I work in education and I felt like this. How must other parents feel -- especially those who don't have the resources to help their kids be successful?" As a result of her experience, Seals became determined to increase the academic achievement of at-risk and underserved students. ...

The Giving Season

Can social entrepreneurs deliver more than Santa this December?

In pairing financial investment with charitable outcomes, social entrepreneurialism combines giving with receiving. As the holiday season goes into full swing, now is a rich time to get students thinking about capitalism, commercial media, and the promotion of causes. ...

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.

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.

www.ciconline.org

Saving the Planet, One Kid at a Time

Nickelodeon's Big Green Help initiative teaches kids the importance of an environmentally friendly lifestyle, and they can get the message through videos, games, and quizzes at the Big Green Help website. This site encourages participation through ecological games that



include characters already known and loved by kids, such as the Fairly Oddparents Energy Beat Breakdown Game and SpongeBob and Patrick: Dirty Bubble Busters. In addition to games and videos featuring the network's popular characters, NBA star LeBron James appears in an environmentally themed Q&A section, as well as the

LeBron James Bike-a-thon Game. In this game, kids help James spread Green Tips across the globe on his bicycle. This site goes beyond games and quizzes to take interactivity to a new level. Not only can kids read the Green Tips posted daily and watch videos instructing

them on how to conserve electricity or plant a garden, they also are invited to upload their own videos and generate discussions through the message board. Through its incorporation of network characters, games, and videos, the Big Green Help website teaches the importance of conservation in an engaging and enjoyable way.

Big Green Help, www.nick.com/minisites/biggreen/index.jhtml

PRODUCTION CONTEST: Thomas A. Edison Electrical Safety Awareness Video Awards

Time Warner Cable, Cable in the Classroom and The Electric League have partnered to create the Thomas Edison Electrical Awareness Awards as part of an electricity education program. The program, which is currently in its seventh year, integrates online research with Cable in the Classroom programming into a project that will allow students to collaborate in a workplace-like environment. High school students must work together to create a 30-second public service announcement about electrical safety. Upper elementary and middle school students will work together to create a 2-minute informational video on either electrical safety or careers in the electrical industry. Cash prizes are awarded in both categories. Entry forms and more information are available at www.twckc.com/EdisonAwards.



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

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

C-SPAN 2009 Teacher Fellowship Program - \$6500

Deadline: February 13, 2009

Do you teach middle or high school students with C-SPAN? Are you willing to share your expertise with other educators? Consider applying to C-SPAN's Middle and High School Teacher Fellowship program. The Fellowship is valued at \$6,500. You must be a C-SPAN Classroom member in order to apply ([click to register](#)).

Each summer the Fellowship program brings three teachers to C-SPAN headquarters in Washington, D.C. Selected fellows have come with as few as two years or as many as thirty years of teaching experience. They have taught a variety of subjects and grade levels at private and public schools across the country, are familiar with C-SPAN's programming and teaching resources, and have ideas for helping other teachers use it.

Watch an interview with the [2007 Teacher Fellows](#), including Kamela Bates, from Center High School. Visit the web site for complete guidelines: <http://www.c-spanclassroom.org/Fellowship.aspx>



2007 Teacher Fellows
Kamela Bates, (left)
Center High School
Kansas City, MO

Are You a Learning Leader?

Have you been leading a terrific new project? Using media and technology in innovative ways? Making a difference in teaching and learning?

[Cable's Leaders in Learning Awards](#) recognizes outstanding educators, administrators, policymakers, and other community leaders at the forefront of innovation in education.



Award winners will receive a \$3,000 prize and a trip to Washington, D.C., for meetings with education leaders and public officials, as well as an awards ceremony. This prestigious awards program is now in its 5th year, and the application window for the 2009 Awards will close on Wednesday, December 17, 2008.

Inside America's Most Famous Home

Sitting serenely behind carefully mowed grass, the White House exerts a symbolic and enigmatic presence over American history. But what about the White House's own history? On December 14, C-SPAN's White House Week premieres with an original documentary, *The White House: Inside America's Most Famous Home* (pictured). Exclusive interviews with the first family, presidential historians, and White House staff chronicle the White House's development and constant presence in American history. From George Washington's original design plans to the home's current inhabitants, this program guides viewers through the highlights of the building, including the newly refurbished Lincoln

Bedroom, Harry Truman's balcony, and Jackie Kennedy's tradition of restoring rooms. Also, for the first time, viewers will see the president's private living quarters, thanks to an exclusive tour by First Lady Laura Bush. C-SPAN's White House Week companion website also features historian interviews, footage from the documentary, and content from C-SPAN's archives. Additional web resources include the White House's official website, which presents a series of photo essays comparing the past and the present, and History's website for the House's 200-year anniversary, which features a historical timeline from the White House's beginnings through the year 2000.



Save Our History: The White House 200th Anniversary, www.history.com/classroom/whitehouse

The White House, www.whitehouse.gov/history/life/video

The White House: Inside America's Most Famous Home, C-SPAN, December 14, 9pm ET, www.c-span.org/whitehouse

White House Week, C-SPAN, December 15-20, 9pm ET, www.c-span.org/whitehouse

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.