



A M E S S A G E F R O M

## Concerned Children's Advertisers

There is no simple solution or strategy that will provide all of the answers to the myriad of challenges faced by our youth today. We do believe, as children's advertisers and broadcasters, that we have a special relationship with and responsibility to children. Like you, we understand the challenges that children face today. Through TV&ME, and the broadcasting of our 'Teachable Television Moments', we are striving to support your efforts to empower children with the information, skills and knowledge essential to making positive, well balanced and healthy lifestyle choices.

**Best wishes for what we hope will be an enriching and rewarding program for you and your students.**

**From your friends at Concerned Children's Advertisers,**  
Adams, Division of Pfizer Canada Inc.  
Binney & Smith Canada  
Buena Vista Home Entertainment Canada (a Walt Disney Company)  
Cadbury Trebor Allan Inc.  
Coca-Cola Ltd.  
Corus Entertainment Inc. (YTV Canada Inc., Treehouse TV)  
CTV Television Inc.  
General Mills Canada Corporation  
Global Television Network  
Hasbro Canada Corporation  
Hershey Canada Inc.  
Institute of Communications and Advertising  
Irwin Toy Limited  
Kellogg Canada Inc.  
Kraft Canada Inc.  
LEGO Canada Inc.  
Mattel Canada Inc.  
McCain Foods (Canada)  
McDonald's Restaurants of Canada Ltd.  
Nestlé Canada Inc.  
Optimedia Canada  
The Quaker Oats Company of Canada Ltd.  
TELETOON Canada Inc.  
Unilever Canada  
Warner Bros. Entertainment Inc.

**Made possible by:**  
Corus Entertainment Inc.

**In partnership with:**  
Health Canada and the National Strategy on Community Safety and Crime Prevention.

**With founding support from:**  
The Shaw Children's Programming Initiative and Canadian Heritage.

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**With our respect and appreciation for your commitment to helping Canadian children build healthy lives.**



Dear Educator:

Corus Entertainment Inc. may be better known to you by our television stations, YTV, WTN, Treehouse and our radio stations, The Edge in Toronto and CFOX in Vancouver.

As a committed member of Concerned Children's Advertisers, we believe that our focus on music and children's programming provides us with an opportunity and a responsibility to help Canadian children and their families to make the most of their media experiences.

Corus is pleased to bring you TV&ME, an innovative, educationally sound program that connects children and television responsibly. We recognize the importance of working as part of the team that enhances a child's support system. By learning how to increase their tool kit of healthy life coping and media literacy skills, we believe that Canadian children will have the opportunity to become healthy, happy citizens who contribute to themselves, their communities and to society in general.

Corus is extremely proud to be a partner in the TV&ME initiative. Like you, we are committed to investing in the future by providing children with the tools and skills they'll need to build the world of tomorrow.

We hope that you enjoy TV&ME. At the back of this binder, please find a comment card. We welcome your thoughts.

Sincerely,

A handwritten signature in black ink, appearing to read "Robertson".

Paul W. Robertson  
President, Television  
Corus Entertainment Inc.

Chairman,  
Concerned Children's Advertisers



Dear Colleague:

Thank you for the opportunity to share TV&ME with you and your students.

This guide has been written by educators, for educators and is intended for use in your schools and communities. It has been designed to help you address curriculum expectations in the area of Viewing and Representing, Media Literacy, Language, and Healthy Life Coping Skills.

As part of an effort to reach children in their homes and communities, as well as their schools, TV&ME is proud to announce that we are providing complimentary worksheets for educators, parents and caregivers. For more information, please visit our website at [www.cca-kids.ca](http://www.cca-kids.ca).

**Some features of TV&ME for Educators include:**

- a series of 'Core' Lessons designed to wrap around the commercials produced by Concerned Children's Advertisers;
- Skills Extensions to promote learning across the curriculum;
- all lesson plans come complete with black line masters for your use;
- 'A Step Further' provides opportunities for you to link the learning experiences with home and community;
- 'Peer Teaching' opportunities have been identified to help you promote leadership and a sense of community in the classroom;
- a certificate is provided for your use at the end of the program to recognize the contributions of our young people as they make healthy choices concerning their future.

**A Video is included with this guide. It is intended to:**

- provide you with some footage of TV&ME in action in the classroom;
- introduce you to the commercials and the possibilities that each provides for learning with your students;
- provide you with a complete set of pro-social messages which have been selected as learning vehicles in this guide;
- provide you with information about Concerned Children's Advertisers that will be helpful if you wish to share TV&ME with parents and community members.

A special thank you to all of the workshop participants, community and educational leaders and curriculum planning experts who have guided me in the preparation of TV&ME for Educators. I hope that you will find it to be a valuable tool to address current curriculum initiatives!

Linda Millar  
Director of Education,  
Concerned Children's Advertisers