



700 students are watching TV in the classroom to decide on a Shaw Rocket Prize winner!

***Award-winning children's curriculum from Royal Conservatory
will help teach national student jury how to be better "media consumers"***

Calgary, AB – Over 700 students from Grades 6, 7 and 8 from 18 schools across Canada are participating as jurors to select the \$50,000 winner of the 2007 Shaw Rocket Prize, given to one deserving producer of Canada's best children's television programming.

The national student jury will prepare to evaluate the four finalist programs short-listed for the 2007 Shaw Rocket Prize through a series of arts-infused media literacy teaching tools created by the Royal Conservatory of Music's *Learning Through the Arts* (LTTA). This year's national student jury is almost double in size to include over 700 student participants.

The Shaw Rocket Prize, in partnership with LTTA, offers students a rare yet distinguished opportunity to cast the deciding vote on what they consider to be the best TV program for the Shaw Rocket Prize. Canadian producers of youth programming also receive an insightful assessment of their work directly from their audience.

"The Shaw Rocket Fund's partnership with the LTTA has been successful and rewarding because we know we're helping Canadian youth to be better media consumers and encouraging them to define for themselves what high quality television means," said Agnes Augustin, President, the Shaw Rocket Prize.

LTTA's specially developed classroom curriculum will educate students about Canadian media, particularly television programming targeting the 13-17-year-old age bracket. Using both analytic and creative methods such as integrating drama and music into the lessons, the curriculum teaches students how to assess various aesthetic, cultural, visual, aural and technological elements of television.

"We are so pleased to continue this unique collaboration between LTTA and the Shaw Rocket Prize. With all the new media and television programming that surrounds young people today, it's imperative that we provide tools that can help teach them to analyze and understand what they're watching, to evaluate on their own terms what is important and to reflect on how it shapes the environment in which they live," said Angela Elster, Executive Director, LTTA.

As the Shaw Rocket Prize National Student Jury has been learning the essential tools to understand what constitutes high-quality television, they have collectively comprised a list of measures that will guide them in selecting the winner of the 2007 Shaw Rocket Prize.

The voting criteria developed by the Student Jury includes rating the degree of excellence in regard to storylines, camera work, acting, art direction, sound/music, diversity of actors as well as audience suitability of the four finalist programs.

The National Student Jury will be using these criteria when evaluating the four finalist programs short-listed for the Shaw Rocket Prize to ultimately vote for a winner of the \$50,000 award recognizing excellence in Canadian television programming targeted to children and youth.

Four finalists for the 2007 Shaw Rocket Prize:

Hope for the Future – Produced by Sea to Sea Productions, Boutilier's Point, NS

Instant Star – Producer by Epitome Pictures Inc., Toronto, ON

Make Some Noise – Produced by Omni Film Productions, Vancouver BC

The Snow Queen – Produced by Amberwood Entertainment, Ottawa, ON

The four finalist programs were announced at a KidScreen Summit in February, and selected by an international jury of highly regarded industry experts in children's television and media.

New this year to the Shaw Rocket Prize is the creation of an online student blog and comment site. This unique initiative is a secured forum for members of the national student jury to express their opinions about the selected finalist programs, and share their experiences with other students across Canada.

List of LTTA schools participating in the Shaw Rocket Prize National Student Jury:

KB Woodward School (Surrey, BC)
White Rock Elementary (White Rock, BC)
Willow Park (Calgary, AB)
Belfast Elementary (Calgary, AB)
FE. Osborne (Calgary, AB)
Vincent Massey Junior High (Calgary, AB)
Vista Heights Elementary School (Calgary, AB)
Banff Community High School (Banff, AB)
Anola School (Anola, MB)
Edward Schreyer School (Beasejour, MB)
Denlow Public School (Toronto, ON)
Ryerson Public School (Toronto, ON)
Eskasoni Elementary & Middle School (Eskasoni, NS)
Wheatly Private School (St. Catherines, ON)

About Shaw Rocket Prize

Established in 2005, as the largest award of its kind in Canada, the Shaw Rocket Prize is open to all independent, Canadian producers of children's programming. Now in the third year, the Prize is designed to fuel the Canadian children's television industry by supporting and celebrating the country's best kids programming.

The Shaw Rocket Fund

The Shaw Rocket Fund is a permanent, independently governed, not-for-profit corporation that is dedicated to supporting the production of high quality Canadian children's, youth and family television programming. Since 1998, the Shaw Rocket Fund has proudly invested \$54 million towards this important genre. Contributors to the Fund are Shaw Communications, Shaw Pay Per View Ltd., a division of Shaw Cablesystems GP, Star Choice Television Network Inc., EastLink Cablesystems, and Delta Cable Communications Ltd. For more information on the Shaw Rocket Fund and Shaw Rocket Prize, please visit www.rocketfund.ca

Learning Through the Arts

Learning Through the Arts, a program of The Royal Conservatory of Music, is the most extensive arts-based public school initiative in the world. Currently operating in almost 500 schools in Canada and in 12 countries around the world, the program brings community artists into schools. In partnership with teachers, they create lessons that make core curriculum exciting and fun. Students are learning math through dance, language through song writing and social studies through visual art. www.ltta.ca

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